

ROADSIDE MARKETING

By T. J. Delohery

BRING CONSUMERS OUT TO THE FARM

WESLEY HAWLEY lives ten miles out of town and off the paved road, yet he has no trouble getting people to pass up other orchards on their way out to Pleasant Valley Fruit farm to buy his apples, peaches, cherries and cider at prices which he admits are a distinct advantage over prevailing wholesale quotations.

Bringing consumers out to farm markets for specialized crops such as fruits, eggs, meats and similar products isn't so difficult. The short season and the uncommonness of the crops together with their quality and deliciousness comprise a lure which, if handled properly, will bring surprisingly good results.

A trip to a farm market should be a little more than just to buy something. Mrs. Henry Loser entertains watermelon parties, placing tables around the lawn where the visitors can eat melon without observing exact table manners, and without being too careful where the rinds or seeds fall. Cleaning up is a little extra work, as there are no "don't" signs, but Mrs. Loser finds her profits in keeping with the effort.

"Our customers are more than buyers of watermelon," Mrs. Loser explained. "They are friends. They



Full Boxes and Uniform Quality.

stay around several hours and enjoy themselves. Ordinarily they buy a cold melon to eat on the farm and then take another one or two home with them. Thus the tables and chairs on the lawn are the means of us making two to three sales instead of one."

John Benk of Worth, Ill., lives off the road, yet a lot of people pass up "fresh eggs for sale" signs to buy from him. Benk, a truck grower, and one of the biggest producers of onion sets, keeps a flock of 400 to 500 White Leghorns. He gets 5 to 10 cents above retail, grading and candling the eggs before he packs them in neat containers. Every egg is guaranteed.

A free meal, featuring fresh eggs, is the bait John Schmidt offers people invited out to his farm. There are no strings attached to the supper; but Schmidt times it so there is an opportunity to visit his poultry yards and inspect his buildings, flock and equipment. Naturally, egg sales follow, and a good percentage of the visitors become steady customers.

Motorists driving through Shawnee, Kan., would not do much more than slow down to observe the village speed laws, except for the Frank Payne's flower and fruit farm facing one of the side roads, which attracts 25,000 automobile parties each year. Two policemen are necessary to handle the Sunday traffic.

Payne, who started growing strawberries when he lost his city job, tore out his fence rows because of the weeds. Then he planted flowers which neighbors said would not grow; but they did and he found Kansas City florists would pay him enough for the flowers to cover his taxes. While berries were making a profit, he set out apple trees, and gave more time to flowers, making beds all over the front yard.

Fruit customers also bought flowers and plants, Payne having arranged his beds with solid and mixed colors to show people how the various color schemes would blend in with the remainder of their gardens.

Surplus cut flowers were made into bouquets and given to visitors, even though they bought nothing.

Broken Bow is ten miles from Tulsa, Okla., but Smith Testerman sells, right at his doorstep, all the eggs produced by his huge flock. Sunny Slope farm is well known, the Tulsa Chamber of Commerce having induced Testerman to serve Morrison, 65 miles distant, because they wanted to have a sure supply of fresh, quality eggs. At the time the offer was made, fresh eggs were very scarce around the oil town and the city people made good their promise of full support if Testerman would increase the size of his flock.

R. B. Preston lives on a little used road outside of Pueblo, Colo., but city people flock to his farm. The attraction is the beauty of the place. Preston has a modern home that is decorated in keeping with the rest of the buildings and the general landscape. He sells fresh eggs, poultry, shrubs and flowers, the last two products being a sideline which was developed as a result of people asking where stock similar to that growing around the farm, could be obtained.

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They Give ALL to America



No one political party had a monopoly in the organization of the new American Liberty League (ALL), dedicated to the "defense and protection of the United States Constitution." Two of its founders, Alfred E. Smith and John W. Davis, left to right above, are leading Democrats; two others, James W. Wadsworth and Nathan L. Miller, left to right below, equally prominent New York Republicans. The league, which advocates respect for the rights of persons and property, is launching a nation-wide campaign to draw property owners to its banner.

Wyoming Valley Motor Club To Organize Safety Patrol In Township

Kingston Township Teacher Active In Launching Movement

One of the first safety patrols to be established in this section will be organized by Wyoming Valley Motor Club in Kingston Township within a week, Norman Johnstone, secretary of the club, announced this week. Safety first posters will be distributed in the Township schools this week, through arrangements made by Professor James Martin, supervising principal.

The patrols have been organized al-

ready in Plains Township, Nanticoke, and Rupert in Columbia County.

By this system, an organization sponsored by the local motor club in connection with the American Automobile Association, pupils are enlisted in patrols which guard the smaller children at recess and regulate traffic on highways which the children must cross going to and coming from school.

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"Tell It To The Marines" Harks Back To Early Nautical Jokesters

Uncle Sam's Leathernecks have been tagged with an odd catch-phrase as long as they can remember, yet they do not seem to mind it in the least.

"Tell it to the Marines" sounds harmless enough, but it implies so many things that might be told to the sea soldiers that they could be excused for harboring some resentment against its use.

On the contrary the Marines are rather proud of the phrase and will lend a willing ear to anyone who has a tale to recount that is worth the telling. Incidentally, when Uncle Sam has found some urgent military business to be attended to, he usually tells it to the Marines with the assurance that the affair will be handled with credit to the country and to the Corps.

Many fanciful yarns have been told that point to the origin of the slogan, but they have usually turned out to be without the slightest foundation in fact. On of the most widely-quoted of these tales sounded so plausible that for a time the Marines themselves did not doubt its truth.

The story, originating in England, where the Royal Marines perform duties similar to those of the American organization, credited King Charles II with coining the words that were to be forever identified with the Marines.

When the king was told a story about flying fish, he doubted that such creatures existed. He asked the commander of his marine detachment if he had ever seen them, and was assured that flying fish were common in southern waters.

"From the very nature of their calling," Charles is alleged to have replied, "no class of our subjects can have so wide a knowledge of sea and



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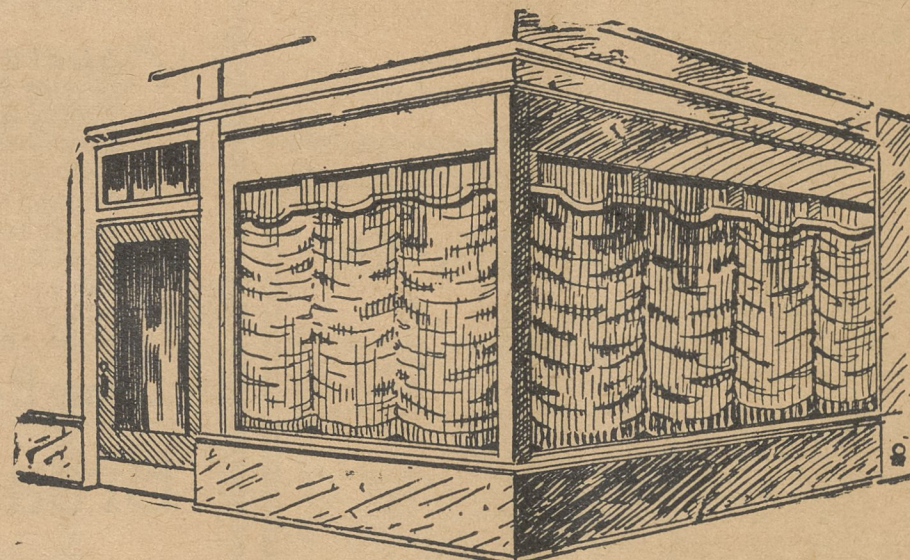
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DRAWN SHADES WON'T SELL GOODS

You wouldn't draw the shades in your show windows, would you? You wouldn't cover up your displays and put your merchandise under the counter, would you? You know that one of the first rules of good merchandising is to show people what you have to sell.

Drawn shades won't sell goods. Do you draw the shades in the biggest window of them all, the window that everyone sees, the window that sells thousands of dollars worth of merchandise every day? That window is advertising.

The pages of The Motorist are a window which doesn't wait for prospective buyers to pass by but goes right into the homes of your prospective customers and demands attention. Give your merchandise the sort of display it deserves. Motorists won't buy what they don't know about, no matter how strong the inducements, or how big the bargain.

The Motorist show window should be YOUR show windows. Run up the shades and let's see what you've got to sell.

LET FOLKS KNOW WHAT YOU'VE GOT TO SELL

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