

## Stock Market Now Uses Ads

Babson Thinks Effect Is Good

A very revolutionary event is taking place on Wall Street. It is one reason for the better stock market which we recently have enjoyed. I refer to the new advertising campaigns of conservative banks and stock exchange firms.

**History of Financial Advertising**

From the early years of the New York Stock Exchange up to 1929, most financial advertising was of one of two classes: (a) Large splashing ads of new issues; or (b) very dignified small "cards" of stock exchange member firms. The big ads were knocked out by the Securities and Exchange Commission after the 1929-32 debacle. The dignified "card" advertising has tended to die out because of lack of returns.

Another thing: Up to recently 90% of the financial advertising was to get people to buy new stock issues. Very little attention was given to continue investors' interest in these issues after they were once sold. Hence, the market declined and investors often were compelled to take a loss if they later needed to sell. Almost no money was spent to interest investors in the standard issues which, for many years, have paid dividends and had a ready market.

**New Era Has Come**

Now all this has changed, at the earnest solicitation of Emil Schram the able new New York Stock Exchange President. Many of these dignified Stock Exchange Members are putting out attractive ads calling attention to the "great opportunities," "large incomes" and "remarkable security" that "a family with only a few hundred dollars" can find among the established stocks already listed on the Exchange.

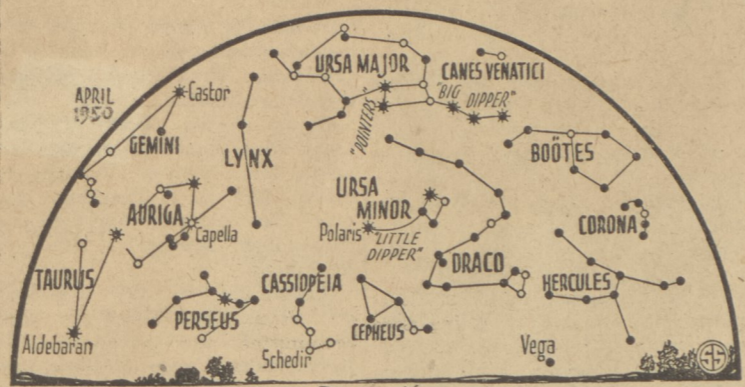
Let me add that most of these advertisements are written in simple language which every reader can understand. Some have been prepared by expert ad writers and are pulling good results. All this is very revolutionary. It has never happened before since the Stock Exchange was started in 1792. This new policy has great possibilities.

**What Cyrus Curtis Taught**

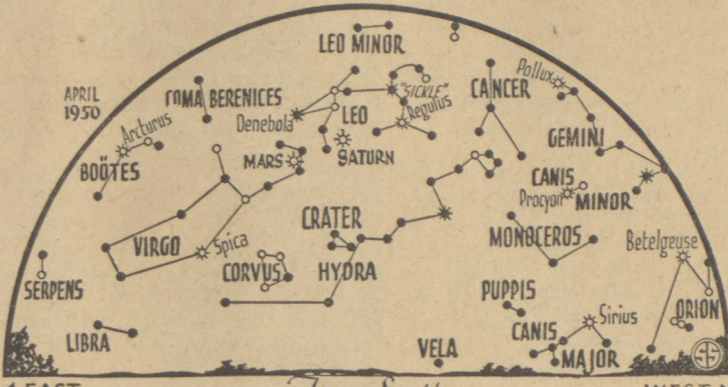
When I was a young man I worked for the Saturday Evening Post which then had a small circulation and very little advertising. At that time "national advertising" (Continued on Page Seven)

# MERCURY VISIBLE AT TWILIGHT

Mars and Saturn Also in April Evening Sky



Face North  
BY JAMES STOKLEY  
Science Service Astronomy Writer  
(Copyright, 1950, by Science Service)



Face South  
SYMBOLS FOR STARS IN ORDER OF BRIGHTNESS

Of the eight major planets that, together with the earth, revolve around the sun to form the solar system, the outer three—Uranus, Neptune and Pluto—are too faint to be seen with the naked eye. Generally Mercury, the innermost, is also invisible, but for a different reason, since its brightness is ample. However, its mean distance from the sun is only 36,000,000 miles. It never gets very far away from the sun's direction, and is usually hidden in that body's glare. Every 116 days it swings around to the same side of the sun as the earth, and twice in this period it is seen farthest from the sun, as we see these bodies in the sky. When farthest west, it appears in the east before sunrise. When it is farthest to the east, at "greatest eastern elongation" it is an evening star, visible after sunset. That event occurs in April. It will afford the best opportunity of 1950 to see Mercury in the evening. There will be other eastern elongations in August and December, but the springtime ones are the best.

The actual greatest elongation occurs on April 22, at 9 p.m., E.S.T., but from about the 20th to the 27th there will be little change. At sunset Mercury will be well above the western horizon. As dusk gathers, and the sky becomes darker, the planet will appear in the twilight. It will have set by the time it is completely dark, but one should have little difficulty in finding the planet, since there is nothing else in that region with which it may be confused. Of course, in looking for it one should select a position where there is a clear view to the west, and the sky will have to be clear, even down to the horizon.

The accompanying maps show the heavens as they appear about 10 p.m., your own kind of standard time, at the first of April, and an hour earlier in the middle of the month. Mercury does not appear on them, but two other planets are shown. These are high in the southern sky. Brighter of the pair is Mars, which shines brilliantly in the constellation of Virgo, the virgin. Its magnitude, on the scale used by astronomers, is minus 0.8. Saturn, less than a quarter as

bright and of magnitude plus 0.8, is a short distance to the right, though across the boundary in the next-door constellation of Leo, the lion. Each of these constellations contains a star of the first magnitude, Spica, in the case of Virgo, and Regulus, in Leo. The latter is at the end of the handle of a smaller group generally called the sickle from its shape.

Brightest star, however, that is shown on the maps, is Sirius, the dog-star, in Canis Major, the greater dog, toward the southwest. Above it is Procyon, in Canis Minor, the lesser dog. Near Sirius, toward the west, is Betelgeuse, in Orion. So prominent in the winter sky, this group is now sinking lower and lower, and shortly will be gone from view. To the right of Orion we see Taurus, the bull, with Aldebaran, though when as low as indicated it looks much fainter than when it is higher. Above Orion is Gemini, the twins, with Castor and Pollux, the latter of the first magnitude. A little farther north, and lower, is Auriga, the charioteer, in which the bright star Capella shines.

Above Virgo is Bootes, the bear-driver, with another bright star, Arcturus. Extending above and toward the left is the great dipper, now upside down, and part of Ursa Major, the great bear. Lower down is Polaris, the pole star, in Ursa Minor, the lesser bear. This is also part of the little dipper.

The other two naked eye planets, Venus and Jupiter, are visible during April in the eastern sky before sunrise. Both are in the constellation of Aquarius, the water-carrier. Venus, to the west of Jupiter at the beginning of the month, is moving in an easterly direction and passes her big brother planet on the twelfth. After that Jupiter is to the west, and rises first, about two hours ahead of the sun. Venus is by far the brighter, of magnitude minus 4.0. This is more than eight times as bright as Jupiter though even that planet exceeds in brilliance any of the other planets, or stars. On April 11 Venus is farthest west of the sun. After that date Venus starts moving towards it, getting fainter and fainter at the same time, until next autumn it will be gone from the early morning sky.

## Naval Training Center Lists Local Officers



COMMANDER MICHAEL KEVOLIC

Completing his first year as commanding officer of the U. S. Naval Reserve Battalion 18 with headquarters at the U. S. Naval Training Center in Kingston is Commander Michael Kevolic, a resident of Overbrook avenue, Dallas.

Commander Kevolic, an engineering officer during World War II, recently completed a two-week annual training duty at Key West, Florida.

He is one of six Navy officers from the Back Mountain region who are assisting in the training of young men at the Naval Training Center in Kingston.

Lt. John F. Kenny, Ridge avenue, Shavertown, has been identified with the U. S. Naval Reserve program in Luzerne County since 1946 and is inspector-instructor and officer-in-charge of the U. S. Naval Training Center at Kingston.

An attache of the U. S. Naval Training Center staff is Lt. Cmdr. Raymond Hedden, Machell avenue, Dallas.

Lt. John C. Bush, Church street, Dallas Township, is a member of the staff of the commanding officer of Battalion 18.

Lt. (jg) Robert Slaff, Harveys Lake Highway, Trucksville, is supply officer of Division 58.

Lt. (jg) Jay A. Young, 84 Norton avenue, Dallas, is cruise officer of Division 57.

**Entertains for Parents**

Mrs. Fred Stevens of East Dallas, entertained guests at her home last Sunday to honor her parents, Mr. and Mrs. Arthur Newman on their thirty-fourth wedding anniversary. Attending were: Mr. and Mrs. Fred Stevens, and children, Charles and Linda, Mr. and Mrs. Arthur Keefer, and son Larry, Mr. and Mrs. Arthur Newman, and Mrs. Ella Jumper.

## Simple as A.B.C. To Build Anything

Does your little tomboy need a playhouse, one with a ladder leading to a gently sloping roof designed for sliding?

Has your two-year old put in an order for a rocking horse?

Does your dog need a kennel or your chicken a coop?

Would spring birds appreciate nesting arrangements in the apple tree or a swinging feeder outside the kitchen window?

Have you secretly yearned to bruise your fingers with a hammer or pink your kneecap with a saw?

Let nothing stop you.

There is on the market a fool-proof method of building all these articles. After you have gotten your hand in on some of the simpler things, look up the patterns for a five-room house, complete with breezeway and a garage, flower boxes at the windows and a complete utility unit in the kitchen.

Easy-Build Patterns hold all the answers. You trace around the life-size pattern, then cut it out and follow directions for assembling, given step by step in easy stages.

Shavertown Builders Supply Company is stocked with Easy-Build patterns, as simple as A.B.C. Start that bird-house today.

Who originated the football huddle?  
Bob Zuppke of Illinois.

If You Want a new **PACKARD** OR A GOOD USED CAR Call **R. E. PHILLIPS** Dal. 562-R-2 Kingston 7-1141

Save on motoring costs with **AUSTIN** COMPARE its SIZE, WEIGHT, COMFORT for the price with any other car. See it at your Austin dealers TODAY!

**Kunkle Garage** DANIEL E. MEEKER Phone Dallas 458-R-13

### Card of Thanks

The Sutton family wish to express appreciation for the kindness of friends and neighbors during their recent bereavement. To those who sent cards of sympathy, flowers, and those who offered their personal services and the use of their cars, we are most grateful.

Signed: Mr. and Mrs. Fred Blossom, Mr. and Mrs. Theodore Frankenfield, Mr. and Mrs. John Sutton, Miss Minnie Sutton.

### Mrs. Z. R. Howell Is Hostess To Card Club

Mrs. Z. R. Howell, entertained her luncheon bridge club recently at her home in Shavertown. Guests were Messrs. Lewis Evans, Walter Cook, Frank Garris, Paul Eckert, Willard Durbin, James Martin, Sedrick Griffith. Prizes were won by Mrs. Griffith and Mrs. Martin.

### Spring Crocus Count

Mrs. Raymon Hedden, Machell Avenue, reports many crocuses in her sheltered patio. Mrs. Jack Barnes has a crocus, Harry Lee Smith has a whole flock of corn-colored croci.

### P.T.A. Hobby Show At Dallas Township

Dallas Township P.T.A. meeting Monday night featured its annual Hobby Show.

A display of dolls, by Mrs. Arthur Newman, East Dallas, attracted considerable attention. Materials for clothing were contributed by local mills, silks from Bloomsburg Mill at Fernbrook, laces from Natona. Mrs. Newman dresses dolls for sale, as a hobby, turns all proceeds to the fund for fencing of the athletic field.

Mrs. Robert K. Hislop, East Dallas, showed two hand-made quilts, one of them fashioned of tiny gathered rounds, called a yo-yo quilt.

Mrs. William Carey, Franklin Township, exhibited a braided rug, one hundred rows in diameter, light alternating with darker bands.

Mrs. John Girvan, Lake Street confined herself largely to landscapes this year, though showing three what-nots from her collection of jig-saw wood-work.

James Kozemchak, Huntsville photographer, shower samples of his work.

Miss Betty Perschau exhibited her collection of salt shakers.

Reverend Harold Deisher, Wilkes-Barre, sent a collection of buttons, some of them astronomical in value.

John Coskey, also of Wilkes-Barre, exhibited wood carvings of mules and mining cars.

Mrs. Cecil Vopleus, East Dallas, showed intricate needle-work.

### Silver Anniversary For Eastern Star

Dallas Chapter 396, Eastern Star will celebrate its Silver Anniversary with a banquet at Irem Temple Country Club, Thursday, March 30.

Rev. Robert Webster of Trucksville will be speaker.

Committees are: Mrs. Florence Malkemes, general chairman; program, Mesdames Mildred Bronson, Marie Wolfe, Margaret Goodwin, Edna Johnson, Thelma Whitby and Miss Catherine Laidler; Historians, Mesdames Hazel R. Lewis, Edna Rebennack, Della Parrish, Harriet Stevens, and Beulah Frantz; decorations, Mesdames Jean Wheeler, Gertrude Davis, Ann Joseph, Mae VanCampen; dinner and reservations, Mesdames Agda Lewis, Charlotte Mathers, Dorothy Schooley, Elizabeth Ide, Goldie Ide; publicity, Mrs. Helen Hontz and Mrs. Jessie Moore.

### Girl Scout Board Plans Supper Meeting

Dallas District Girl Scout Board will meet Monday night at 6:30 in Dallas Methodist Church for a supper meeting. Mrs. Harris Haycox will preside. Those who are interested in learning stenciling are asked to bring laundered white handkerchiefs. Make reservations by Friday with Mrs. Russell Case, Fernbrook.

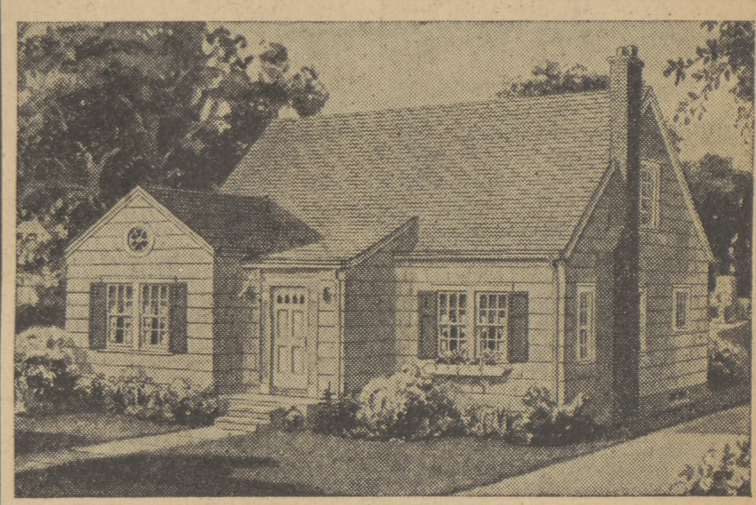
### YTC Rally Is Held At Firwood Church

The monthly meeting of the Luzerne County Youth Temperance Council was held at the Firwood Methodist Church, Wilkes-Barre, Monday. A swimming party at the Y.M.C.A. was planned for April. The County Y.T.C. is to have charge of the devotions at a W.C.T.U. convention in May. A speech contest will be given as part of the program with Stephen Krupinski, Jr., Joseph Ball, Shirley Broody, Ethel Ide, Dorothy Sorber, and David Whitney as contestants.

Those present were: Elsie Jean Ide, David Whitney, David E. Parsons, Burl Updyke, Mary Glahn, Melba Thomas, Stephen Krupinski, Jr., Joan Davis, Carrie Jones, Mrs. Lois Ide, Dorothy Meade, Floyd Smith, Howard Meade, Thomas Kriedler, Donald Williams, Andrew Kreller, Richard Ide, Ransom Agnew, Beverly Updyke, Carl D. Rood, Barbara Cragle, Dorothy Sorber, Shirley Brody, Miss Alberta Nichols, and Evelyn Keller.

Fresh Ground Hamburg	43c lb
Boiling Beef	23c lb
Chuck Roast	45c lb.
Round Steak	69c lb.
Slab Smoked Bacon	33c lb.
Scrapple	15c lb.

**LARE'S MEAT MARKET**  
188 MAIN STREET LUZERNE  
OPEN FRIDAY and SATURDAY EVENINGS TILL 9



**The GARLAND**  
4 rooms, vestibule, bath and dinette  
ONE OF FIFTY BENNETT BETTER BUILT DESIGNS

Kitchen cabinet, medicine cabinet, linen closet, attic stairs, attic flooring, flower boxes and shutters included in selling price.

F. H. A. Approved  
**Dan Robinhold**  
Representative for Bennett Ready Cut Homes  
Machell Avenue, Dallas Phone Dallas 61

**1946 CHEVROLET**  
Chassis and Cab \$795

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**1946 CHEVROLET**  
3/4 Ton Pickup \$795

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**1941 DODGE**  
1 Ton Pickup \$395

**CITY CHEVROLET COMPANY**  
Market and Gates Streets, Kingston, Pa.—7-1171  
SUNDAYS 3-7300

"Where Quality Prevails"

# HISLOP'S

12 Main Street, Dallas, Pa.

Quality Meats		HOMADE	HOLMHURST FARMS CHICKENS
Bladeless rib end lb.		PORK SAUSAGE	Roasting lb. 49c
<b>PORK ROAST 47c</b>		Loose 49c	Stewing lb. 43c
		Casing 53c	"Fresh Killed"
Tender Chuck lb.		BABY BEEF	Be Sure of A BLACK HAWK HAM
<b>BEEF ROAST 57c</b>		LIVER lb. 65c	For Easter Order Now!
		Armour Star	
		SL BACON lb. 59c	
		FRANKS lb. 49c	

GROCERIES		PRODUCE	
Royal	4 for	Large-Ripe	2 lb.
Gelatin Deserts	25c	Bananas	27c
All Types	lb.	Florida	Dozen
Boscul Coffee	79c	Oranges	49c
Tastewell	2 for	Delicious	3 lb.
W.K. Corn No. 2	25c	Apples	29c
Del Monte — Chunks		Limestone	Peck
Pineapple No. 2	29c	Potatoes	55c
Shurfine	2 for	Pascal	Lg. Bu.
Tomato Catsup	37c	Celery	19c
Conte Luna	2 for	Fancy	5 lb.
Spaghetti	33c	Onions	19c
Charmin	4 for	New	2 lb.
Toilet Tissue	35c	Cabbage	9c

**Bird's Eye** A Complete Line **Bird's Eye**

Be sure of the finest in Frozen Foods  
Special This week: OCEAN PERCH or COD FILLETS lb. 38c  
GREEN PEAS — GREEN or WAX BEANS — SPINACH 2 for 49c

# BIG SALE

<b>PATTERNS</b> 1c each—values to 50c	<b>NYLONS</b> Were \$1.35 Now 65c
<b>THREAD</b> Now only 2c each	<b>NYLONS</b> Were \$1.65 Now 75c
<b>NEEDLES</b> Reduced to 5c pack	<b>BEAUTIFUL TRAYS</b> Priced at \$2.29 Now \$1.15
<b>EMBROIDERY FLOSS</b> 1c each	<b>BEAUTIFUL TRAYS</b> Were \$1.79 Now 89c
<b>KENSINGTON CRYSTAL PLATES</b> and <b>KENSINGTON METAL WARE</b> "All half price"	<b>PLUSH TOYS</b> \$1.19 Now 59c
<b>SLIPS ALL GREATLY REDUCED</b>	<b>BOUDOIR LAMPS</b> "All half price"
	<b>GREETING CARDS</b> "All half price"

## A. J. EDMONDSON

GIFT SHOP  
Main Street Dallas, Pa.