

**Services Friday For Fred F. White, Dallas**

Services for Fred F. White, Dallas, will be held Friday afternoon at 2 from the Bronson Funeral Home, Rev. Marvin Swezey of Albion, N. Y., and Rev. Emory Stokes of Outlet Free Methodist Church, officiating. Burial will be in Maple Grove Cemetery. Friends may call Thursday evening.

Mr. White, 51, died of a heart attack Tuesday night in his home on Main Street. He had suffered a similar attack during the summer, and was not expected to live.

A former resident of Moorestown, he had worked for twenty-five years at Armour Leather Company in Noxen before retiring because of ill health. He was a trustee of Outlet Free Methodist Church.

He was born in Nescopeck, son of the late Mr. and Mrs. Everett White. His wife, the former Isabelle Traver, died November 15, 1954.

He is survived by a daughter, Mrs. Warren Major, Dallas; a son, Everett, Johnson City, N. Y.; three grandchildren; a brother, Robert, California; and a sister, Mrs. Emma Jean Schultz, New Jersey.

"All of us are going to do better tomorrow — and we would, too, if we started today."

"Most folks would be getting ahead if they could just manage to stay even."

U.S. churches and synagogues listed a record membership of 109,557,741 persons in 1952. This amounted to 63 per cent of the population.

Of the 4,363,700 business firms in the U.S., only 3,550 employ more than 1,000 persons.

**Services Today For John Eck**

**Passes Away At 79 Of Sudden Heart Attack**

Services for John A. Eck will be conducted this afternoon at 2 from the Williams Funeral Home by Rev. Frederick Eidam, pastor of St. Paul's Lutheran Church. Burial will be in Mt. Greenwood Cemetery.

Mr. Eck, 79, a familiar figure in the Back Mountain, died Monday morning, after having suffered minor heart attacks Saturday and Sunday.

Before arthritis curtailed his activities, Mr. Eck enjoyed gardening on his double lot on Lehigh Street, and though his son, Fred, living close by, took over the major portion of this activity, Mr. Eck was out doing a little pruning and trimming a few days before his death.

Fishing, except from a boat, was closed to him after his joints stiffened, but it was his favorite sport from the time he could hold a rod as a small boy.

Most of his interests of late years centered about the church. He was a charter member of St. Paul's Lutheran Church, which was founded shortly after he moved from North Wilkes-Barre to Shavertown in 1920. He served one time on the church council.

For twenty-five years he was a boilermaker for Lehigh Valley Coal Company, and later was a carpenter. He belonged to the Jr. O.U.A.M. Council 282, and to the Shavertown Fire Company. From 1941 to 1946 he was maintenance man in Washington for the U.S. Government.

He was a native of Plymouth, son of the late John and Elizabeth Nicely Eck.

In 1957, he and his wife, the former Lydia Eitel of Wilkes-Barre, observed their Golden Wedding.

He is survived by his wife; three children: Fred, vice president of Northwestern Pennsylvania National Band and Trust Company, former cashier of First National Bank of Dallas; Mrs. Floyd Katon, of Arlington, Va.; and Robert C. Eck, State College; a step-brother, Joseph Schneider, Dallas; nine grandchildren.

**Snow Flurry Wednesday**

Beaumont had a flurry of snow Wednesday morning at 9.

**Mother Of John Churry Is Laid To Rest**

Mrs. Mary Churry, mother of John Churry, Norton Avenue, was buried Monday morning in Cedar Crest Cemetery, Rev. A. James Cara conducting services from a Luzerne Funeral Home.

Mrs. Churry, 82, died Thursday afternoon at Nesbitt Memorial Hospital, where she had been a patient for four days. A coronary occlusion was a contributing factor to her death. She had suffered from hardening of the arteries for some years.

A former resident of Cooper Street, Pringle, Mrs. Churry had moved to Dallas in May when her health failed her. She had been a widow since her husband, Andrew, died in 1918.

She was a native of Austria-Hungary. She was a member of Westmore Presbyterian Church, Kingston.

She is survived by these other children: Mrs. Arlington Hanna, Ocean View, N. J.; Andrew, Chester; Michael, San Diego, California; Mrs. Elizabeth Mattis, Detroit; Lewis, Wilkes-Barre; Mrs. Edward Watkins, Trucksville; seven grandchildren and four great-grandchildren.

**Advertising Has 3 Basic Functions**

By Charles T. Lipscomb, Jr., President, Bureau of Advertising, American Newspaper Publishers Association

Regular advertising in newspapers serves three important functions. Every one of these functions is vital to the readers, but most of us are familiar with only one of them. That one is the information we get from newspaper advertising about products and services and where to buy them.

A second major function of advertising is less obvious to the general public but well known to business and industry. Advertising is one of the primary stimulants of our economy. It makes mass production possible, creating jobs in industry while at the same time lowering the manufacturing cost per unit.

It makes selling and distribution more efficient for both manufacturers and retailers, and these savings in selling cost can be passed on to the consumer in the form of greater value for his dollar. And it creates markets for new and improved products, thus constantly raising the nation's standard of living.

The third function of advertising in your newspaper is a more subtle one, but every bit as important as the others to the well-being and progress of the nation and its individual citizens. This is the job advertising does to keep the newspaper strong and healthy, by making it financially independent.

A financially strong and healthy newspaper is able to employ an editorial staff big enough and capable enough to cover all the important news—worldwide, national and local. And it can report this news fearlessly and impartially, because it is not subject to the pressures of either politicians or advertisers.

In a recent address to top officials of the automotive industry in Detroit, Louis A. Weil, Jr., publisher of the Lafayette (Ind.) Journal & Courier and board chairman of the Bureau of Advertising of the American Newspaper Publishers Association, declared:

"A free press in a free society is the single instrument of mass communication not hamstrung or

subject to governmental restriction or regulation; a buffer against the encroachments of big government, labor monopoly with socialistic objectives, thieving racketeers, the false prophets, charlatans, the dew-eyed fuzzy-wuzzies hell bent on destroying this wonderful way of life of ours.

"We are despised by the selfish self-seekers and proud of it — and the greater the hue and cry against us by these same detractors, the more certain it is that the newspapers of America are faithfully discharging the trust incumbent upon them. This is not self-righteousness; this is assumption of responsibility, performance of service."

In order to maintain the independence necessary to discharge this responsibility to its community and to the individual reader, the newspapers of the country are constantly hard at work to increase their revenue from advertising — national advertising, retail advertising, classified advertising.

One of the major instruments in this endeavor is the organization that Mr. Weil heads — the Bureau of Advertising.

Now 46 years old, the Bureau of Advertising has compiled an illustrious history as an agency of the newspaper publishers, charged with the job of keeping advertising revenue up to highest possible level.

The Bureau does this in two ways: 1. By demonstrating to advertisers the power of the newspaper as a seller of goods and services, and the importance of newspaper advertising to the reader. 2. By helping advertisers, in various ways, to get the most out of every dollar they invest in newspaper space.

The faith of advertisers in newspaper advertising is amply demonstrated by the fact that year after year, with few exceptions, their investments in the medium have increased substantially.

Since 1939 — just two decades ago — newspaper advertising has increased from \$793,000,000 to

\$3,120,000,000 in 1952; almost a four-fold gain. And that 1952 daily newspaper figure represents almost a third of all advertising in the country—including magazines, television, radio, outdoor, business papers, car cards, mail and dozens of miscellaneous advertising media.

**OWED TO TAXES**

Earning great wealth is a difficult task — Ask those who have ever essayed it; But making your pile is child's play compared With keeping it after you've made it.

**GOOD GOVERNMENT NEEDS STRONG MINORITIES Split Your Ticket**

**IT'S HALLOWEEN**

- Costumes
- Masks
- Candy
- Favors
- Placques
- Crepe Paper
- Party Accessories
- Confetti



COME ONE!  
COME ALL!

**AT THE BEN FRANKLIN STORE**

(5c and 10c Store)

MAIN STREET

DALLAS

**SAVE WITH SAFETY**

ON **BONNER CHEVROLET Co.**

**OK Used Cars**

It's Fall saving time on Bonner's "OK" used cars! Everyone of these Guaranteed in Writing used cars has been Safety Tested and winterized to give you trouble-free winter driving. Stop in and get a first quality used car for less.

<b>1952 PLYMOUTH</b> 4 Door Radio and Heater <b>\$345</b>	<b>1953 FORD</b> 4 Door, V 8 Radio, Heater <b>\$495</b>
<b>1952 PONTIAC</b> 4 Door Radio and Heater Auto. Trans. <b>\$395</b>	<b>1953 PLYMOUTH</b> 4 Door, Radio and Heater <b>\$595</b>
<b>1952 PONTIAC</b> 2 Door Hardtop Radio, Heater, Auto Trans. <b>\$295</b>	<b>1954 PLYMOUTH</b> 4 Door, Radio and Heater Auto Trans. <b>\$745</b>
<b>1953 DODGE</b> 4 Door, 6 Cyl. Radio, Heater, Auto Trans. <b>\$395</b>	<b>1957 FORD</b> 1/2 Ton Pickup Radio and Heater DeLuxe Cab <b>\$1195</b>

**BANNER SELECTION OF USED CHEVROLETS**

**THESE LEAD THE PARADE**

**1955 CHEVROLET**  
3/4 Ton Pickup  
Heater  
**\$895**

**1954 FORD**  
4 Door, Radio and Heater  
**\$645**

**BONNER CHEVROLET Co.**

**EASY TERMS - UP TO 30 MONTHS TO PAY**

694 Wyoming Ave. — Ph. BU 7-2118 — Kingston — 662 Wyoming Ave. — Ph. BU 8-0319

**Saving You Money ON FOOD...IS OUR BUSINESS!**

**BABY BEEF LIVER**  
**39<sup>c</sup> lb**

**Whole Cuts CHUCK**  
**39<sup>c</sup> lb**

**SPARE RIBS**  
**45<sup>c</sup> lb**

**PRODUCE SPECIALS**

**McIntosh APPLES**  
4 lbs. **29<sup>c</sup>**

**Head LETTUCE**  
**17<sup>c</sup> head**

**10 Lbs. POTATOES**  
**39<sup>c</sup>**

**GROCERY DEP'T SAVINGS**

**Maxwell House and Chase & Sanborne COFFEE**  
**77<sup>c</sup> lb**

**Medium EGGS**  
3 Dozen **99<sup>c</sup>**

**CAMPBELL'S TOMATO SOUP**  
9 cans **\$1.00**

**GAVY'S MARKET**

MAIN HIGHWAY TRUCKSVILLE

OR 4-7161

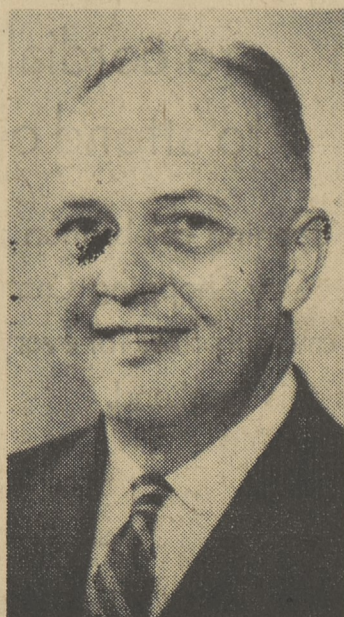
OR 4-7161

**BI-PARTISAN BOROUGH CANDIDATES LET'S BE DONE WITH MACHINE POLITICS IN THE BOROUGH**

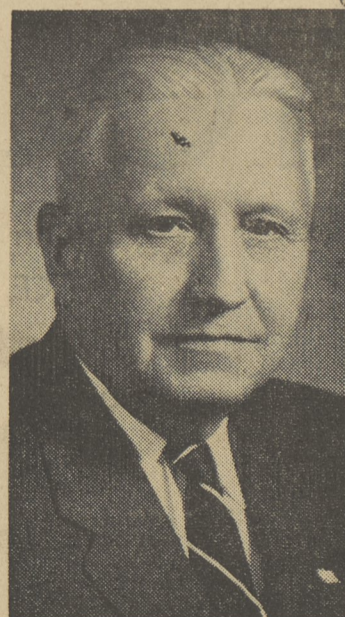
PLEDGED TO GOOD GOVERNMENT

OPPOSED TO WAGE TAX and SALARIES FOR COUNCILMEN

EVERY MAN A PROPERTY OWNER — COLLEGE TRAINED — EQUIPPED TO GIVE YOU INTELLIGENT, HONEST, CONSCIENTIOUS SERVICE



**DON CLARK**  
Justice of the Peace



**FRED JENNINGS**  
FOR Council



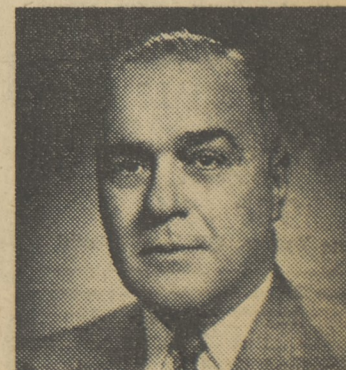
**HARRY BURNS**  
FOR Council



**G. WARREN YARNAL**  
FOR Council



**CLEMENS SUDOL**  
For Council



**TOM HILLYER**  
FOR School Director

You Can Vote For Any One Or All Of These Men With The Assurance That They Are Interested Only In Good Government For Dallas Borough.