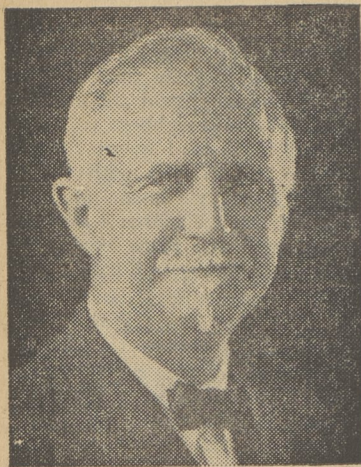


Background Of Roger W. Babson



Roger W. Babson

American business has no more inspiring personality than Roger W. Babson, internationally-known business commentator and investment adviser. A outstanding feature of his philosophy has been his lifelong insistence on the importance of both religion and advertising in business.

Born and reared in an old-fashioned atmosphere of hard work and hustle on a farm in Gloucester, Mr. Babson went to the Massachusetts Institute of Technology. Upon graduating, he turned instinctively to financial and business activities in which his father was engaged.

His exertions, however, under-

mined his health; he contracted tuberculosis and he was sent West "as good as dead." It was while he was convalescing from this dread malady that he worked out some of the possibilities and problems of business forecasting. His weekly releases are used by over 400 newspapers and his financial reports by 20,000 corporations and estates. His research work is carried on by a large staff of experts.

Mr. Babson founded Babson Institute for Men; and, in co-operation with the late Mrs. Babson, developed Webber College for Women—both nationally-known educational institutions. Here young men and women may concentrate on the fundamentals of honest and efficient business administration. Later, he founded a Midwest Institute of Business administration, located in Eureka, Kansas, the center of the United States. He has been active also in establishment of other mediums of service to the public, such as the Gravity Research Foundation, located at New Boston, New Hampshire.

Mr. Babson has probably done more than any other man to create among his millions of newspaper readers an interest in simple business problems, and to instill a broader vision in businessmen, enabling them to meet the ups-and-downs of the business cycle.

Waverly Antique Show

The Twenty-third Annual Waverly Antiques Show and Sale will be held this year at the Waverly Community House on September 12th and 13th from 11:00 a.m. to 10:00 p.m., each day. More than thirty dealers coming from states such as Maine, New York, New Jersey, Delaware and Pennsylvania will display and sell antiques of many kinds and from different periods.

Mrs. A. B. Timms, General Chairman, has announced that the Loan Exhibit this year will feature Lilliputian furniture, all loaned by residents of the area. Visitors to the Antiques Show should enjoy this display as it will show a variety, including small models, children's furniture, samples used by salesman in their work, and antique doll house furniture.

The successful "Almost Antiques" Shop will be held for its second year. There one may find a wide variety of antiques and "almost" antiques at most reasonable prices. Items that may be purchased include rugs, glass, china, furniture, lamps and other bric-a-brac.

Two local churches in Waverly will provide a Snack Bar and evening dinner during both days of the Show.

Waverly is located ten miles north of Scranton on Route 407 and just two miles from Dalton off Route 6 and 11.

The recent electrical storms which struck in this sector of Pennsylvania destroyed the cottage of Mr. and Mrs. John Parrish at Central, Pa.

A delightful summer place where the Parrish family liked to go for the weekend, it was filled with antique treasures of their predecessors.

Although three fire companies were nearby and responded within a short time after lightning struck the dwelling, it could not be saved, going up in a mass of flames in a matter of minutes.

As it would the plague, realizing that some fall in profits would be preferable to a later wave of bankruptcies, Labor should tell its members that every wage boost is another nail in the coffin being prepared for the longest boom in our history. Yes, and the bankers should ask themselves if it would be better not to make that loan...at this time.

Some Sacrifice, Or Else

It is said that it is already too late. That any shutting down of the money faucets, or any cutting back by the big groups in the economy, would surely lead to depression. We agree with this thinking. But we shudder at what could happen if the inflation spree is allowed to mount higher and higher from its already lofty level. The bigger the action, the more powerful is likely to be the reaction. To us it seems far wiser to risk some sacrifices now than to run the extreme danger of severe economic breakdown later. What frightens us is the tendency for key groups to simply wait and see. When the avalanche is visible, it is already too late.

At the beginning of a price upturn, advances are often slow and scattered. But, as momentum is gained, the upswing becomes steep and broad. And all the furor over inflation at this midsummer can probably be traced to the fact that people are now realizing that prices are beginning to bound upward. Ask any wife as she returns from shopping.

The natural reaction is to try to offset the falling purchasing power of the family paycheck by seeking a raise. Now, of course, not everyone is going to be able to get higher wages. Even those who do get fatter pay envelopes soon find that their gains are eaten into — even wiped out — by the well-known ability of a rising price wave to swell more rapidly than wages and salaries can be boosted. Point is: Once the inflation of prices hits its stride we are all in the same boat; no way has yet been invented to "beat the game."

All Must Cooperate

All right then, what can be done to remove the peril of an inflation blowoff and bust? For as night follows day, inflation has always ended in deflation. And that can be very unpleasant for everyone. No one group can solve the problem...not government, not labor, not business. But, if each of these would stop trying to fatten its share and work together, economic catastrophe could be warded off.

Government should remind itself that it's wartime, therefore not a moment for pushing the money supply higher than necessary by all sorts of spending schemes. Better to lose an election than the country. Business should avoid price jump

Parrish Cottage Burns

BABSON'S POINT OF VIEW ON INFLATION

Babson Park, Mass., September 1. Everybody is talking about inflation again. What do we mean by inflation? To some economists the word suggests too much chasing too few goods. To other economists it stands for strong unions pushing wages up and up. Still others think of inflation as a demand for goods that keeps pulling prices higher. But for this discussion, let us use the everyday meaning, simply climbing prices.

Who Is To Blame?

Right now the press is full of reports blaming this group and that for the strong upshoot in prices that has occurred this year. If you are a Republican, you are likely to say that the Democratic Administration is to blame. That free-swimming spending when a war is going on is creating too much buying power. The fact here is: Much of our production is now being "shot away" into Vietnam; it is not the type of production that can be consumed by our citizens; but money is being put in circulation, adding to buying power.

If you are a Democrat, you are likely to think of the moguls of industry pushing their price tags higher to take advantage of the brisk demand throughout our economy today. If you are a strong union man, you tend toward blaming the whole sorry business on the pricing power of big business. But the average man in the street is likely to feel, as President Roosevelt once did: "A plague on both your houses!"

Caught In The Middle

Surely, the man in the street is caught in the middle, whether he is a union member, or a Wall Street

broker. At the beginning of a price upturn, advances are often slow and scattered. But, as momentum is gained, the upswing becomes steep and broad. And all the furor over inflation at this midsummer can probably be traced to the fact that people are now realizing that prices are beginning to bound upward. Ask any wife as she returns from shopping.

The natural reaction is to try to offset the falling purchasing power of the family paycheck by seeking a raise. Now, of course, not everyone is going to be able to get higher wages. Even those who do get fatter pay envelopes soon find that their gains are eaten into — even wiped out — by the well-known ability of a rising price wave to swell more rapidly than wages and salaries can be boosted. Point is: Once the inflation of prices hits its stride we are all in the same boat; no way has yet been invented to "beat the game."

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Business should avoid price jump

READ THE TRADING POST

SHOP A&P

The store that cares...about you!

AP

ALL A&P SUPER-MARKETS WILL MAINTAIN Regular Store Hours This Week! Closed Mon., Sept. 5th LABOR DAY BUY EXTRA FOR THE LONG WEEKEND!

BARBECUE BUYS! FREEZER QUEEN Beef Burgers 3 Lb. \$1.99 FRESH GROUND BEEF ROUND 1 lb 95c CUT FROM BEEF ROUND GUBE STEAKS 1 lb. 99c

DOMESTIC CANNED HAM 8-lb. 79c 3-Lb. 2.69 5-Lb. 4.29 IMPORTED PIGNICS 3-Lb. 3.45 3-Lb. 2.29

FISH & SEAFOOD! Fresh Dug CLAMS each 4c Lge., 31 to 35 Count Shrimp 1 lb. \$1.39 Cap'n John Fish Sticks 1-Lb. 59c

Potato Chips JANE PARKER 1-Lb. 49c

LEGS WITH THIGHS OR BREASTS 55c

"SUPER-RIGHT" QUALITY BONELESS Round Steak and Roast 95c

SUPER-RIGHT QUALITY FRESH Chicken Parts

SUPER-RIGHT SKINLESS FRANKS 1-lb. 59c 2-lb. \$1.09

SUPER-RIGHT QUALITY Pork Loins 9 to 11 Chops 79c

BONELESS OR ROUND BONE CHUCK ROASTS 79c

A & B KIELBASSI Smoked Rings 89c

BONELESS DINNER HAMS 1.29

FRESH GROUND CHUCK 79c

BALLIETS ASSTD. SALADS 15-Oz. Cup 33c

SUPER-RIGHT LIVERWURST 1-Piece 47c

FROZEN TENDER Turkey Breasts 4 to 6-Lb. Avg. 79c

MINCED BOLOGNA By The Piece 49c

PORK SAUSAGE Roger's Lge. Link 65c

BONELESS TURKEY ROASTS 89c

OSCAR MAYER FRANKS 1-Lb. 69c

KISLINGS SAUERKRAUT 2 Lb. 29c

Sweet Ripe Cantaloupes 3 For 79c

White Seedless Grapes CALIFORNIA 19c

Golden Ripe Bananas 2 Lbs. 25c

Fresh Italian Prunes SWEET RIPE 2 Lbs. 39c

BARTLETT PEARS 3 lbs. 49c

GRISP PASCAL CELERY 19c

TENDER SWEET CORN doz. 49c

TENDER GREEN BEANS 2 lbs. 35c

JANE PARKER BAKERY BUYS! Apple Pie 1-lb. 39c SANDWICH ROLLS Pkg. of 8 25c Pkg. of 12 35c ENRICHED BREAD Made With Buttermilk 1-Lb., 6-Oz. Lvs. 53c

FROZEN FOOD BUYS! MRS. SMITHS Cream Pies 3 13-oz. 89c A&P Grade "A" Orange Juice 4 6-Oz. Cans 75c Birds Eye Orange Juice 3 6-Oz. Cans 73c

PEPTO BISMOL 4-Oz. 55c 8-Oz. 89c BUTTER KERNEL SWEET PEAS 2 1-Lb., 1-Oz. Cans 47c NO CAL ASSORTED BEVERAGES 2 Pt. 29c EVANS DESSERT TOPPING Butterscotch or Chocolate 13-Oz. Jar 29c JOHNSON'S PLEDGE SPRAY WAX 14-Oz. 1.33 JOHNSON'S KLEAR FLOOR WAX 1 Pt., 11-Oz. Can 87c JOHNSON'S BRAVO FLOOR WAX 1 Pt., 11-Oz. Can 1.07

A&P Yellow Peaches NEW PACK! 1-Lb., 13-Oz. 79c Cling-Halves Or Slices 3 Cans

Popular 5c Candy Bars Box of 24 Bars 89c

Popular 5c Chewing Gum Box of 20 Pkgs. 69c

Hi-C Fruit Drinks Assorted Flavors 12-oz. Can 10c

Modern Cookie Bars 2 Lb. Box 45c

Curtiss Marshmallows 1-lb. Pkg. 19c

Ann Page Gum Candies 1-lb., 4-oz. Pkg. 29c

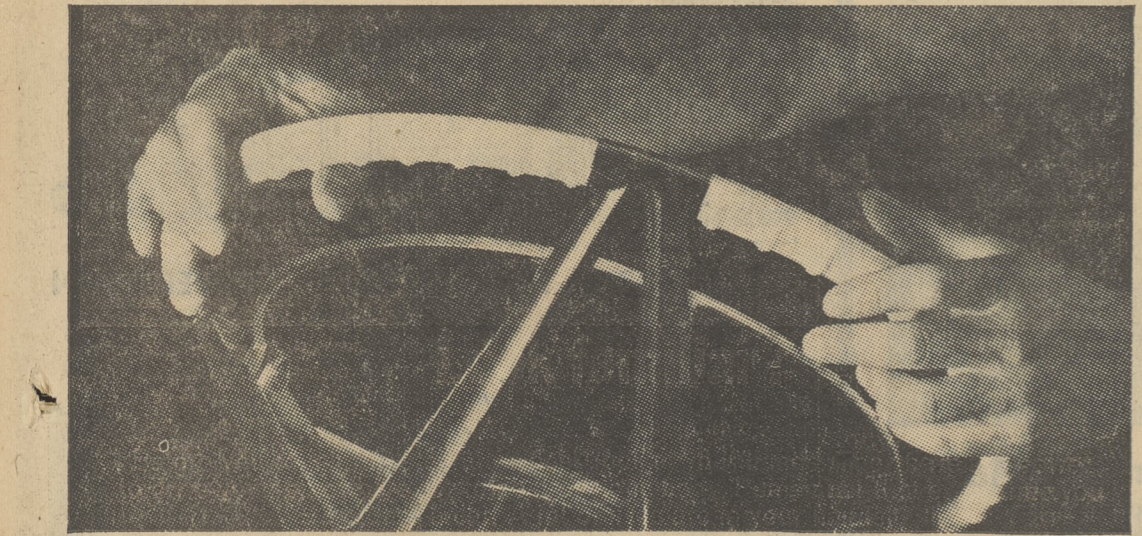
Ann Page Mayonnaise Really Fine Qt. 55c

BLUSH, MIST & OFF BLACK Glamalon Nylons Seamless 3 Pairs \$1.00

Beech-Nut STRAINED BABY FOOD 4 1/2-oz Jars 89c	JIF PEANUT BUTTER 1-lb., 2-oz Jar 65c	Royal INSTANT PUDDING 3 4-oz Pkgs. 35c	BONDWARE COLD PAPER CUPS Pkg. of 100 69c	Universal HISTORY OF THE WORLD NOW ON SALE! VOL. 1 3 99c (49c)
MARGAL TOILET TISSUES Pkg. of 2 21c	MARGAL PAPER NAPKINS Pkg. of 70 10c	MARGAL ASSORTED HANKIES 3 Pkgs. of 100 25c	KITCHEN CHARM WAX PAPER 2 100-Ft. Rolls 41c	Chicken Of The Sea Tuna CHUNK LIGHT 2 6 1/2-oz. Cans 69c
Appian Way PIZZA MIX 12 1/2-oz. Pkg. 39c	Armour's VIENNA SAUSAGE 9-oz. Can 53c	Armour's CORNED BEEF HASH 15 1/2-oz. Can 47c	Yuban COFFEE 1-lb. Can 97c	Maxwell House INSTANT COFFEE 12-oz. Jar \$1.39 20c Off
Robin Hood ALL PURPOSE FLOUR 10-lb. Bag \$1.19	Spatini SPAGHETTI SAUCE MIX 2 1/2-oz. Pkg. 33c	Realgold ORANGE CONCENTRATE 2 6-oz. Cans 29c	Miracle White FABRIC SOFTENER Qt. 79c	Woodbury's SOAP—1c SALE 4 Reg. Bars 37c 4 Bath Bars 48c



These are the hands of a potential murderer.



Look familiar?

Before you touch the steering wheel, look at your hands. They have the power to drive you somewhere. Or to destroy somebody. Remember that every time you get into a car. A lot of lives are in your hands.

FREE: Send for "Life Saving Tips on Safe Driving", Room 301, Finance Building, Harrisburg, Pa.

COMMONWEALTH OF PENNSYLVANIA

William W. Scranton, Governor
Theodore B. Smith, Jr., Secretary of Revenue
Harry H. Brainerd, Commissioner of Traffic Safety

Prices in this ad effective through Saturday, September 3, in all A&P Super-Markets in DALLAS and vicinity.