

BABSON'S POINT OF VIEW

OUR DEBT TO THE PRESS

Probably there is no business that does so much good yet is still so little appreciated as the newspaper business. Most of us take our papers for granted . . . paying our dime to get a dollar's worth and more of news and information, and failing to realize the value of the personal, social, and economic service provided us.

PURVEYORS OF NEWS

The history of the press in the United States is a long and fascinating one. Beginning with the first regular newspaper, the Boston Newsletter, originating in 1704, our newspapers have played a glorious part in the development of our country, its economic growth, and its advance to its position of prestige among the nations of the world. Not only the large city dailies, but also the numerous weeklies and the small papers in rural areas, have an enviable record of service as purveyors of news, protectors of liberty, guardians of public morals, and champions of the better life.

In pursuit of this fourfold goal, our newspapers are continually compiling and publishing a record of our times based on the thoughts, motives, actions, and living habits of people here in our own country and in the wider world which we must learn to understand if we are to prosper in it and be at peace with it.

PROTECTORS OF LIBERTY

The first of the ten Amendments to the Constitution of the United States . . . which form our Bill of Rights . . . reads in part as follows: "Congress shall make no law . . . abridging the freedom of speech or of the press . . ." But what this became the law of the land in 1791, a scant 15 years after the Declaration of Independence, was established in principle back in 1735 when John Peter Zenger — editor of the Weekly Journal of New York

City — was acquitted of libel charges arising from his critical reports and comments respecting the conduct in office of the Colonial Governor of New York.

Ever since Zenger's day, the American press has been the protector of the people's liberty, exercising this function with a faithfulness and zeal seldom matched and never surpassed by the press of any other nation. Its alertness and integrity are among the most effective bulwarks of our freedom as American citizens.

GUARDIANS OF PUBLIC MORALS

As we have grown to our present greatness as a nation . . . and have become more knowing and more tolerant in the process . . . newspaper editors too have grown in stature and perspective. Today, editors try to win adherents for their views. They endeavor to persuade rather than to impose their ideas upon the communities they serve.

Yet, American newspapers still share with the church the title of "guardian of the public morals." And rightly so. No editor worth his salt will sit idly by, ignoring in his news pages or editorial columns those incidents or conditions which are undermining the social and moral health of the community.

CHAMPIONS OF THE BETTER LIFE

During the past quarter-century, advertising on the airwaves has grown tremendously. Radio and television now share with newspapers the promotion and sale of a wide variety of products and services. Yet until radio and TV became more effective gatherers of news as well as dispensers of entertainment, they will not hold the same consumer interest the newspaper holds. The mass production and distribution techniques which have so greatly and so quickly advanced our economic growth would have been almost impossible without the preparation of mass consuming markets by our newspapers.

Your newspaper, large or small, deserves your patronage and support. Subscribe to it, read it, ponder what its editors call to your attention, advertise in it. Your newspaper is still your best and most dependable source of news. More . . . it is the steadfast champion of the better life we all seek.

Legal Notice —

NOTICE IS HEREBY GIVEN that Letters of Administration in the Estate of STINA G. ECKHART, late of the Township of Ross, Luzerne County, Pennsylvania, who died on the 15th day of January, 1965, have been granted to PEARL R. GROSS, R.D. 1, Hunlock Creek, Pa. Creditors are notified to make known their claims, and those indebted to the estate to make payment to said Administratrix or to her attorney, B. B. LEWIS, Atty. Dallas, Pa.

17-18-19

— READ THE TRADING POST —

FAST & EASY!



LUCITE Wall Paint now only \$6.79 gal

LUCITE Interior Enamel now only \$2.98 qt

- Skip stirring, thinning, priming
- Skip waiting—dries in an hour or less
- Skip clean up mess—tools come clean in soap and water

DALLAS HARDWARE
12 MAIN STREET
DALLAS, PA.



Visit Your Newly Remodeled A&P
Scott & Kidder Sts.
WILKES-BARRE!

What is A Mother?

To her family, she's special.
She's understanding,
a banquet chef, a short order cook,
a fountain of love, a chauffeur,
warmth and security.
She's clean socks, starched dresses,
a mender of hurts.
She's scrubbed ears,
a tender nurse, a maid, a queen.
She deserves a day of honor and tribute.
She deserves the love of those she loves.
Yes, she's very, very special.
This Sunday, you'll tell your mother
how much you care.
We'd like to tell all mothers, "We Care, too!"

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Fine-Quality Groceries!

- ANN PAGE PRESERVES Peach, Apricot & Pineapple 3-Lb. Jar 89c
- MARCAL—200 2-PLY FACIAL TISSUES 5 Pkgs. 93c
- GLAMALON — BLUSH MIST & OFF BLACK NYLON HOSE 3 Pairs \$1.00
- JANE PARKER POTATO CHIPS 1-Lb., 8-Oz. Box 89c
- JIFFY ASSORTED CAKE MIXES 9-Oz. Pkg. 10c
- JANE PARKER ASSORTED SANDWICH COOKIES 1-Lb., 8-Oz. Pkg. 39c
- A&P ALL PURE INSTANT COFFEE 10-Oz. Jar 99c

- CANNED GOODS SALE MIX or MATCH
- A&P WHOLE KERNEL CORN 8 3/4-oz. 7 Cans 99c
- A&P CREAM STYLE CORN 8 1/2-oz.
- A&P GREEN BEANS French Style 8-oz.
- A&P SWEET PEAS 8 1/2-oz.
- A&P APPLESAUCE 8 1/2-oz.

- CAKE MIXES Ann Page 2 1-Lb., 8-Oz. Pkgs. 53c
- CHARCOAL Briquets 10-Lb. Bag 69c
- BEVERAGES Yukon Club 12 12-oz. Cans 95c
- DRINKS A&P—Orange Grape & Punch 3 48-oz. Cans 85c
- A&P APPLESAUCE 3 11b. Cans 59c
- SOFTEX PAPER NAPKINS Pkg. of 250 29c

- SHOP A&P FOR ALL YOUR LAWN & GARDEN NEEDS!
- A&P Lawn Builder 18 1/2-Lb. Bag \$3.69
- A&P Grass Seed 2-Lb. Bag \$1.59
- Pine Bark Mulch 50-Lb. Bag \$1.49
- Peat Humus 50-Lb. Bag 99c
- Marble Chips 50-Lb. Bag 89c
- 10-6-4 Fertilizer Plantation 50-Lb. Bag \$1.99

Thrifty Dairy Buys!

- A&P SLICED MUENSTER CHEESE 8-oz. Pkg. 49c
- A&P SLICED SWISS CHEESE 8-oz. Pkg. 49c
- A&P SLICED BRICK CHEESE 8-oz. Pkg. 49c
- A&P SHARP CHEESE BARS 8-oz. Pkg. 47c
- CREAMED COTTAGE A&P CHEESE 1-Lb. Pkg. 29c

- BLUE BONNET WHIPPED MARGARINE 2 1-Lb. Pkgs. 61c (4c OFF LABEL)
- MINUTE MAID FROZEN ORANGE JUICE 2 6-Oz. 49c, 2 12-Oz. 89c
- P.D.O. CHOCOLATE BEADS 14-oz. Jar 59c
- BORDEN'S NON-FAT DRY MILK 16-Qt. Size \$1.09
- POST TOAST-EM ANIMALS 16-oz. Pkg. 41c
- POST TOAST-EM POP-UPS 16-oz. Pkg. 41c
- HEINZ ASSORTED RELISHES 11 1/4-Oz. Jar 29c
- HEINZ KOSHER DILLS Qt. Bot. 55c
- HEINZ BEANS With Pork & Vegetarian 2 7-Oz. Cans 27c In Tomato Sauce
- HANDI-WRAP 100-FT. ROLL 3c OFF 22c

DOWN TO EARTH LOW PRICES . . . AND YOU CAN WIN UP TO \$1,000 IN CASH!

START PLAYING

BONUS BINGO

\$100 WINNERS!

\$50 WINNERS!

- C. Benjamin Tunkhannock
J. Glofka Wilkes-Barre
M. Neal Sunbury
J. Simcox Muncy
V. C. Caputo Moscow
M. Pomeroy Tunkhannock
Mrs. H. Butella Scranton
Mrs. W. Sherman Bloomsburg
J. Barna Plains
J. Valint Lansford
V. Burns Jermyn
H. McKie Bangor

- F. Bonner Scranton
K. Wertz Muncy
J. Miller Ashland
O. Howard Monroeton
R. Williams Scranton
V. Honas W. Hazleton
A. Brady Plymouth
F. Miller Port Carbon
S. Doble Mahanoy City
D. Kephart White Haven
M. Shollenberger Mt. Home
M. Bobowski McAdoo

\$100 WINNER!

\$100 WINNER!

\$100 WINNER!

\$50 WINNER!



C. ELLIOTT
Lehigh, Pa.



B. SHOEMAKER
Berwick, Pa.



A. ANDERSON
Jeddo, Pa.



J. MOORE
Susquehanna, Pa.

Free Prize Drawing Saturday, May 11, 1968

- "SUPER-RIGHT" QUALITY BONELESS LEAN, TENDER & JUICY! ROUND ROASTS
- Round Ground Lb. 89c
- BONELESS CROSS-CUT BEEF CHUCK ROASTS lb. 89c
- BONELESS TOP ROUND STEAKS lb. 99c
- SIRLOIN TIP ROASTS lb. 99c | EYE ROASTS lb. \$1.29

- "SUPER-RIGHT" FULLY COOKED SMOKED HAMS Shank Portion Lb. 39c Center Slices Lb. 99c
- SUPER-RIGHT QUALITY WHOLE OR PIECE PORK BUTTS lb. 45c
- 18 TO 22 CHOPS IN EACH PKG. 1/2 Pork Loins lb. 59c
- MORRELL'S SKINLESS FRANKS 1lb. pkg. 55c
- PORK SAUSAGE Rogger's Fresh 1-Lb. Bag 39c
- BARBE-CUTIES Yankee Maid 1lb. pkg. 69c
- FANCY OCEAN CATFISH . . . lb. 45c
- FANCY COD FILLET lb. 45c
- SUPER-RIGHT QUALITY Chicken Thighs Lb. 49c
- SUPER-RIGHT QUALITY PICNICS LEAN FRESH lb. 45c
- CUT FROM FRESH FRYERS CHICKEN LEGS lb. 45c
- MEAT LOAF Ground Beef, Pork & Veal lb. 69c
- SLICED BACON Allgood Brand 1lb. pkg. 69c
- HADDOCK FILLET Fancy lb. 45c
- SHRIMP COCKTAIL (Ea. 35c) 3 4-oz. Jars 98c

Fresh Produce Buys!

- CALIF. LETTUCE 24 SIZE 2 Large Heads 29c
- SWEET CORN Florida 6 Ears 49c
- FLA. ORANGES 64 SIZE Doz. 69c
- STRAWBERRIES CALIF. Dry Pint 39c
- BRUSSEL SPROUTS Dry Pint 29c
- WATERMELON Each \$1.39 lb. 8c

Fresh Baked Foods!

- JANE PARKER—SAVE 7c Sandwich Bread 2 1-Lb., 4-oz. Loaves 55c
- JANE PARKER—SAVE 10c PEACH PIE 1-Lb. 8-oz. 45c
- JANE PARKER WHOLE WHEAT BREAD 2 1-Lb. Loaves 49c
- JANE PARKER CRESCENT POUND CAKE Gold or Marble 15-oz. 43c
- JANE PARKER'S POPULAR MOTHER'S DAY CAKE
- White Iced
 - Devil's Food
 - Coconut Iced Golden
- 1-Lb., 8-Oz. Cake 79c

Frozen Food Features!

- A&P—IN BUTTER SAUCE SWEET PEAS 16-oz. Pkg. 29c
- SULTANA—BEEF, CHICKEN & TURKEY MEAT PIES 5 8-oz. Pkgs. 93c
- SUNNYFIELD WAFFLES Stock Up 5-oz. Pkg. 10c
- A&P SLICED STRAWBERRIES 2 10-oz. Pkgs. 59c
- SENECA ASSORTED FRUIT DRINKS 6 6-Oz. Cans 65c

- RED STAR Foilwrapped YEAST 1 1/4-oz. Pkg. 9c
- ALGOA ALUMINUM WRAP 12"x25" Roll 28c
- SAN GIORGIO SPAGHETTI 1lb. pkg. 29c
- BUTTER KERNEL Sweet PEAS 2 1-Lb., 1-oz. Cans 49c
- CHASE & SANBORN Instant COFFEE 16-oz. Jar \$1.37
- IMPERIAL MARGARINE REG. 2 1-Lb. Pkgs. 83c
- DEEP BLUE TUNA FISH With Brine 2 7-oz. Cans 79c
- MUELLER'S ELBOW MACARONI 1lb. pkg. 25c

"If unable to purchase any advertised item Please request a RAIN CHECK."

It's THRIFTY

TO CALL: MAHAFFEY OIL Co.

273 Union Street, Luzerne

288-3636

COMPLETE OIL HEAT SERVICE

For Your Home and Industry OIL DELIVERIES

- SPEEDY SERVICE
- QUALITY SINCLAIR OIL
- S&H GREEN STAMPS

- ★ AUTOMATIC DELIVERY
- ★ BUDGET PLAN
- ★ BURNER SERVICE
- ★ RADIO DISPATCHED FROM 5 TERMINALS



Prices in this ad are effective through Saturday, May 11, in all A&P Super-Markets in Dallas and vicinity.