



The Quality Comparison

The very best test you can apply to any butter, is to use it on fresh, hot corn. Louella Butter keeps its delicious flavor, and improves the delight of fresh corn on the cob. Use Louella Butter on all fresh vegetables—use it for hot brown butter sauce—compare the Quality—the delicate taste—and we feel sure you will agree Louella is all we claim for it, and more!

The Finest Butter in America!

Louella Butter lb 47c
In pound prints or wrapped quarters.

RICHLAND BUTTER lb 45c
Creamery prints of merit.

ASCO Pure Cider or White Distilled Vinegar big bot 10c

Reg. 10c Princess Apple Butter 2 cans 15c	Fancy Large Santa Clara Prunes 2 lbs 25c
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Delicious and Satisfying!
ASCO COFFEE lb 29c
39c—29c 10c saved!

Victor Blend Coffee lb 25c
The choice of thousands.

Acme Brand Coffee lb tin 35c
Especially adapted to percolator use.

Del Monte COFFEE lb tin 43c | **Boscul COFFEE lb tin 43c**

Hawaiian Sliced PINEAPPLE can 25c

DEL MONTE BARTLETT PEARS Big can 29c

Asco or Del Monte FRUIT SALAD can 23c

ASCO CALIF. YELLOW PEACHES Big can 19c

These Will Save You Money!

ASCO Finest Tomatoes med. can 10c	Fancy Meaty Queen Olives qt. jar 29c
Crispo Fig Bars 2 lbs. 25c	Florida Grapefruit buffet can 10c
Post Toasties 3 pkgs 25c	One Dethol Sprayer and 1-2 Pint Can both for 69c
Dethol Insect Killer	

Medium Size Ivory or Lifebouy SOAP 3 cakes 20c	Reg. 15c ASCO Finest or Golden Bantam Sugar Corn 2 cans 25c
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Regular 14c FARMDALE PEAS 2 cans 25c

Tender Cut Stringless Beans 3 cans 25c

Farmdale Stringless Beans 2 cans 25c

Thirst Quenchers!

Lord Baltimore Beverages bot 5c	ASCO Ginger Ale 3 pt bots 25c
Rob Roy Pale Dry Ginger Ale 3 bots 25c	Plus usual bottle deposit.

We bake it in our own bakery.

Bread Supreme Large Wrapped Loaf 8c

Victor Bread, Big Pan Loaf 5c

At your nearby ASCO Store—always the Highest Quality Foods and Table Needs at money-saving prices.

These Prices Effective in Our MOUNT JOY STORE

PRODUCE & LIVE STOCK MARKET

CORRECT INFORMATION FURNISHED WEEKLY BY THE PENNA. BUREAU OF MARKETS FOR THE BULLETIN

Market: On fed steers and yearlings fully steady with week's 25c advance; grassy kinds about steady, top fed steers, \$8.60, average wt. 1300 pounds, best Virginia grassers \$7.70, bulk of sales \$7.00-7.50. Bulls firm; she stock and cutters weak to unevenly lower, bulk fat heifers \$7.00-7.50, beef bulls \$6.75-7.50, butcher cows \$5.50-6.25, cutters \$2.75-3.50. Stockers and feeders about steady, light weight medium grade predominating, country demand narrow, most sales \$6.70-7.00. Calves steady, top vealers \$11.00, few selects \$11.50.

Hogs: Slow, steady undertone. Receipts: For today's market, cattle 10 cars, 4 Maryland; 2 St. Paul; 2 W. Virginia; 1 Virginia; 1 Tennessee; containing 250 head, 271 head trucked in from nearby, total cattle 521 head, 54 calves, 192 hogs. Receipts for week ending August 2, 1930, cattle 72 cars, 22 Virginia; 18 St. Paul; 11 West Virginia; 11 Pittsburgh; 4 Maryland; 2 Chicago; 1 St. Louis; 1 Tennessee; 1 Indiana; 1 New York; containing 2003 head, 998 head trucked in from nearby, total cattle 3001 head 825 calves, 646 hogs, 101 sheep. Receipts for corresponding week last year, cattle 156 cars, 45 St. Paul; 27 Virginia; 22 Canada; 17 Chicago; 16 St. Louis; 6 West Virginia; 4 Kentucky; 2 Texas; 3 Kansas City; 3 Buffalo; 3 New York; 2 Tennessee; 2 Iowa; 2 Ohio; 1 Penna.; 1 N. J.; containing 4994 head, 572 trucked in, total 5566 head, 1019 calves, 988 hogs, 754 sheep.

Range of Prices STEERS
Good \$8.25-9.00
Medium 7.00-8.25
Common 8.25-9.00
Medium 7.25-8.25
Good 8.00-9.00

HEIFERS
Choice 7.50-8.50
Good 6.75-7.50
Medium 6.00-6.75
Common 5.25-6.00

COWS
Choice 6.00-7.50
Good 4.75-6.00
Common and medium 3.75-4.75
Low cutter and cutter 2.50-3.75

BULLS
Good and choice (beef) 7.75-8.75
Cutter, common & med. 5.75-7.75 (yrlgs, excluded)

VEALERS
Good and choice 10.25-11.50
Medium 9.00-10.25
Cull and common 6.50-9.00

FEEDERS AND STOCKERS
Good and choice 7.00-9.00
Common & medium 4.75-7.00
Good and choice 7.25-9.25
Common & medium 5.00-7.25

HOGS
Lightweight \$10.50-11.00
Lightweight 10.50-11.00
Mediumweight 10.50-11.00
Mediumweight 10.25-11.00
Heavyweight 10.00-10.50
Heavyweight 10.00-10.50
Pkg. sows, medium and good 7.50-10.00

HOME HEALTH CLUB

WEEKLY LETTER WRITTEN EXPRESSLY FOR THE BULLETIN BY DR. DAVID H. REEDER

Infantile Paralysis: The subject of paralysis will interest a much larger class of readers than one might at first expect. To walk along the streets of a city and see the poor deformed creatures who go through life with a shriveled limb or perhaps an arm as well as a leg always causes an involuntary feeling of pity to come over the most careless and holiest. When one realizes at the same time that much of the trouble might have been overcome by proper treatment, while the sufferer was still young, the sympathy for them would be mingled with resentment against those who had the care of the case, or even against the parents for making more strenuous efforts to correct the weakness.

Ignorance? Yes, plain language I admit, but a fact nevertheless, and I trust that it may be no longer the plea. Many cases of infantile paralysis, arise from overfeeding, indigestion and constipation. Of three causes, or combination of causes that of constipation is the greatest factor. As I stated in previous articles, constipation as it should be considered is not alone a torpid condition of the bowels, but consists of activity of all of the organs of elimination, liver, kidneys, and sweat glands, of the sin. All of the waste or refuse matter of the system must be eliminated or a poisoning of the blood follows, auto intoxication. Perhaps I need not say much more about that part of it.

To prevent infantile paralysis be certain that your children have good wholesome food and that they masticate it well. Allow them no liquids of any kind while partaking of food that should be thoroughly chewed. See that they drink plenty of water between meals and have fresh fruits as often as possible and plenty of it. Then constipation is not likely to trouble them.

If the constipation already exists see that these matters are attended to at once, and in addition to the diet and other rules to observe that the child has proper attention from the most skillful os-

teopath that you can secure yourself applying hot and cold water treatments that have been described in the lectures on hydrotherapy.

I shall no otsoon forget Bessie, a little girl that was brought to me several years ago. The right arm and leg were almost useless. I treated her according to the Home Health Club method for about four weeks. But the mother who was a very bright woman carefully watched every movement and noted everything that was done. I took pains to show her not only the reason for each step in the treatment but just how and when it should be given. There was rapid improvement from the start and after the return home the treatments were continued for about a year when all trace of lameness had disappeared and Bessie was the strongest girl of her age in the neighborhood. Plain sense and persistence in the proper treatment have made Bessie a strong healthy woman and the let alone policy would have found her today a disfigured cripple with no hope for relief.

Watch the babies and keep their stomachs and bowels clean, as well as their bodies and clothing and infantile paralysis is not likely to trouble them.

SEES HEAVY CLAIMS ON FUTURE BANKERS

American Bankers Association Official Declares That Banking Changes Creating Large Bank Systems Will Call for Broader Social Viewpoints.

Larger scale group or branch banking will inevitably bring a new era of banking organization and operations to the United States and bankers will have to develop "new conceptions, new administrative methods and new economic views," Rudolf S. Hecht, Chairman of the Economic Policy Commission of the American Bankers Association, recently told the members of the American Institute of Banking.

The Institute is the educational section of the association and he emphasized the point that the new era in banking demanded "that we must step-up our education so that banking shall be fortified for new responsibilities."

"What the Future Calls For"
"We must broaden our social conception of banking," Mr. Hecht said. "Not only for the technical operations of the new banking must we fit ourselves, but both as individuals and an organized profession we must charge ourselves with serious consideration of the social problems that are involved. Already we hear murmurings and fears and doubts as to whether the changes that are coming about in banking in the extension of group and branch systems do not constitute the looming of a new financial menace, a monopolistic threat not only to the individual unit banker, but to the financial liberty of society in general. I am stating these things merely as facts that must be taken into consideration in our studies."

"Public opinion cannot be ignored by any business, least of all by banking, which is admittedly semi-public in character and is, therefore, subject to special supervision by the constituted authorities. If banking develops tendencies that give rise to public fears, we must so conduct ourselves as to reassure all doubts."

"For this is true,—that business succeeds only by serving society,—that no business can permanently prosper which does not both render service to the public and at the same time convince the public that it is rendering that service. Banking, therefore, must take cognizance of what the public is saying of this new era in its development."

"It must be part of the technique of modern banking administration, whatever form our charges of institutions take, to avoid the creation of monopolies, or even the appearance of such a centralization of financial power as to be able to exercise an undue influence over public or private finance or other lines of business. The public's right to the safeguards of fair competition must be observed."

"Must Preserve Individual Initiative"
"It must also be an item of management that individual initiative and opportunity shall be maintained. If America has outstripped other nations in the distribution of the benefits of its progress, it is due to the fact that there are no barriers of social caste or business tradition against advancement for character, ability, and initiative. A American business has learned that it serves itself best by encouraging by every practical means individual ambition and initiative, and hurts itself most by repressing or neglecting them. Competition for efficiency, both within an organization and between organizations, will prevent any institution from long enduring in which maintenance of opportunity and recognition of initiative are not controlling principles of management. As heads of the greatest of our financial and industrial institutions stand men who started from the humblest of beginnings. Through all the grades of executive authority and reward stand men in positions in keeping, generally speaking, with their individual merits. I, personally, see no reason for fearing that the enlarged banking organizations which the future may hold would necessarily supply future bank employees with any less opportunity for achievement than unit banking."

Cupid Has Wings

By GENEVRA COOK

MONA GREY was curled comfortably up in the high seat overlooking the lake, reading a story from the folded newspaper in her lap. Clifton Spruce leaned over her shoulder. "Really, Mona," he began. "You ought to be beyond such—what's the name of it? 'Cupid's Dart'—such sentimental silliness! You know very well there's no cupid—with his arrows and big soft eyes, and wings—above all things, those absurd wings!" "But, Clifton," Mona lifted lovely gray eyes to his. "It's the things he stands for—like love, love at first sight, and romance—"

"Well, there aren't any of those things, either. That's sentimental nonsense, too. Look at us—we're practically engaged; that is, we will be engaged when I feel I can offer you a sufficient income to live on properly; and if things come off all right when I get back to New York tomorrow, I'll be able to do it soon. And there won't be any cupid about it—oh, there's the boat. Well, goodbye, Mona. Hope you have a good summer."

For three days Mona gazed dreamily and lonely out over the sparkling lake; her arms had opened the cottage early this year, and she had yet joined the summer colony. On the morning of the fourth day, as she swam lazily out past the rocks, she was startled to hear the whir of motors in the air, and there hovering over the lake was a big silver plane. It circled above her head, then swooped very low, skirting the water, and at last came to rest on the surface like a silver-gray dove.

Mona, then, with a bronzed face and eager eyes, the man in the cockpit leaned toward her. "I suppose you're a nymph?" he called softly. Mona smiled up at him. "And I suppose you're—" she could only think of one person with wings! She wouldn't dare call him cupid!—"I suppose you're one of the angels!" she finished breathlessly. The young man laughed. "You guessed wrong that time," he said—"I'm only Dirk Brandon, destination Quebec, with a fluky gas tank—but I'm a marvelous picker of places to land!"

By and by Mona swam back for the canoe and paddled out across the sparkling lake to the plane for Dirk Brandon. Together they paddled across to the cove.

"When I come back from Mooseville," he told her—she would have to walk the mile and a half to the little Maine village at the foot of the lake—"I'm coming over to the cottage to see you. May I? Mona lifted her gray eyes happily to his. "I hope you will," she answered softly.

When he came back from the village just at sunset he was in a bright red boat with an outboard motor. He flashed up to the dock past the rocks, and called to Mona, who had run down to the shore. "I'm here for the season," he called gayly. "How do you like the new chariot? I rented it. Would you like to go out to the ship? The Silver Star, I call her."

On the way out he told her: "They'll have to get some stuff from Portland to fix the Silver Star up with. That'll take about a week. Then I'll take about another week for me to repair it, check?" He grinned at her happily. "See that little cottage over there by that point? Well, I've rented it! I'm testing the plane for the Zowonwell Aircraft company, and I can test it here just as well as on some lake near Quebec—can't I?"

He could, and he did. And for five weeks Mona lived in the bustle of romance. Then one night Dirk told her that in three days the last test flight would be made, he would be assured of the safety of the Silver Star, and on Sunday afternoon he would take her up for her first flight.

Mona tossed about restlessly all night. She didn't know what to do about Clifton. Of course, she wasn't engaged to him, really, and yet—in the morning she telegraphed him: "If you love me, come at once—this week-end."

MONA.
All day she walked in terror. The minute she had sent that telegram, she knew that it was Dirk Brandon that she loved.

Friday night they paddled together up to the island. There in the bustle of the darkness Dirk told her that he loved her. Mona told him all about Clifton. "And if he comes, Dirk," she said, "he'll—he'll tell me I'm crazy."

When they reached the cottage, there was a telegram.
"Mona," it read "Don't be silly. Do you think I'm Cupid? Big deal on here. Will write Monday, Clifton."

Monday afternoon a happy man and girl in the Silver Star circled over the office of Clifton Spruce in New York. "That's his skylight," cried Mona. Dirk swooped down and with accurate aim sent a tiny weighted package through the open skylight. To it was attached a small white note. "Dear Clifton," it read. "You see I've found there really is a cupid after all. And he has wings." MONA.

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jun 12 1930

THE COUNTRY NEWSPAPER OF GREAT VALUE ACCORDING TO STATEMENT OF NOTED EDITORIAL WRITER—PROVEN BY FACTS

Arthur Brisbane, one of the best minds of the time, says:

"H. Z. Mitchell's 'Sentinel,' published at Bermidji, Minn., wins the prize as best weekly in the National Editorial Contest. This is a good time to remind the public in general, and national advertisers in particular, that country weekly newspapers are the most important organs of public opinion and protectors of public welfare.

"And, their advertising per mill line, is not excelled by any publication, of any kind.

"The reader of a country weekly buys everything from shingles on the roof to cement in the cellar floor, and every advertiser has in him a possible customer."

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