

**AMERICAN STORES CO.**

**Making New Friends Daily**



This Tea Week in the ASCO Stores is to remind the many new friends and also frequent users that ASCO Quality Teas are selected from the world's finest Tea gardens. The new tea crop has been blended to produce the zestful bouquet you enjoy.

**ASCO Teas**

Plain Black or Mixed 1/4-lb pkg **10c**; 1/2-lb pkg **19c**  
Mild blends of Formosa Oolong to suit varying tastes.

Orange Pekoe or India Ceylon 1/4-lb pkg **17c**; 1/2-lb pkg **33c**  
Two popular, skillfully blended Teas of rich, full-flavor leaves.

Pride of Killarney Tea 1/4-lb pkg **19c**; tin **75c**  
100% India Orange Pe koe. Makes more cups per pound.

Regular 23c ASCO Pure Raspberry Preserves 16-oz jar **19c**

Hom-de-Lite Finest Mayonnaise Reg. 12 1/2c jar **10c**

Farmdale Brand Evaporated Milk 4 tall cans **25c**

Finest California Large Dried Lima Beans 2 lbs **15c**

Choice Crushed Delicious Tender Sweet Corn 4 cans **25c**

ASCO Pearl Tapioca lb pkg **14c**  
Gold Medal Cake Flour big pkg **29c**  
ASCO Breakfast Farina 3 pkgs **25c**  
Campbell's Pork and Beans 3 cans **20c**  
Farmdale Cut String Beans 2 cans **25c**  
ASCO Pure Honey jar **15c**  
Imported Pure Olive Oil 1/2-pt can **23c**

Bread Supreme large wrapped loaf **7c**  
Victor Bread big pan loaf **5c**

Fancy California Muir Evaporated Peaches lb **12 1/2c**  
Finest Solid Pack ASCO Tomatoes 3 med cans **25c**

ASCO Quick Made Tapioca 3 pkgs **20c**  
Aunt Jemima Pancake Flour pkg **11c**  
Vermont Maid Blended Syrup jug **23c**  
ASCO Fancy Sweet Peas, 2 cans **29c**  
Beech-Nut Tomato Juice Cocktail bot **17c**  
ASCO Ground Black Pepper 1-4-lb can **10c**  
Floor Mops, each **29c**—Mop Handles each **15c**

Ivory Soap 4 med Cakes **25c**; 6 Guest Size **25c**

The wide variety of foods in the ASCO Stores means you can always have a balanced menu.

These Prices Effective in Our MOUNT JOY STORE

**READ THE MOUNT JOY BULLETIN**

**ADVERTISING**

Advertising and not competition is now the life of trade, according to the advertising experts who met to attend the International Advertising Association convention. The delegates at this meeting heard a number of interesting things. Among these was the statement by Charles Stelzle, New York expert, to the effect that if churches do not advertise their "ware"—spiritual upbuilding and moral betterment for both the individual and humanity—they cannot hope to arouse interest among the masses and fulfill the obligations placed upon them as parties to the general spiritual movement.

Another speaker declared that "advertising is greater than any single moral force we know of today. Advertising brings about changes for the betterment of life itself, changes which fuse into the social and political life of the nation."

It is now generally admitted by economic forces everywhere that advertising is the most important development of modern business. And it is also coming to be realized that newspaper advertising is the best kind of paid publicity. In the convention just mentioned the delegates who were advertising experts, agreed that newspaper advertising affords the best publicity medium for the churches and all church activities.

**Advertising Is No Longer A Theory It Is A Science. And It Pays**

**Produce & Live Stock Market**

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

Prices of nearby carrots were lower today due chiefly to more liberal receipts, according to the Federal-State News Service. Pennsylvania stock brought 40c to 85c per bushel. Other root crops were draggy with beets draggy bringing 20c to 35c per bushel. White turnips 15c to 25c, Aberdeen turnips 15c to 30c and parsnips at 25c to 35c. Rutabagas sold at 75c to \$1.00 per 100 pound sack.

The mushroom market was somewhat weaker today under a slow demand. Pennsylvania whites brought 40c to 65c per 3 pound basket with a few fancy lots higher. Buttons sold at 30c to 40c and spots 20c to 30c. Pennsylvania hot house tomatoes were dull and brought 15c to 25c per pound. Michigan hot house rhubarb sold at 75c to \$1.25 per 5 pound box.

The white potato market continued dull with a limited demand. Pennsylvania round whites sold at 75c to 90c per 100 pound sack, with a few fancy sales at \$1.00. Maine potatoes showed a somewhat stronger tendency due partly to advances at shipping points. Maine Green Mountains sold at \$1.05 to \$1.10 per 100 pound sack while boat receipts brought 90c to 95c.

Sweet potatoes were weak with very few sales reported. Yellow varieties sold at 30c to 50c per 5-8 basket and reds at 40c to 50c with a few sales at 60c. Nearby celery was about steady with most sales at 5c to 10c per bunch. A few fancy lots sold as high as 15c and poorer stock sold at 3c. Oyster plant brought 2c to 3c per bunch. Parsley root at 1-1/2c to 2-1/2c, and collards at 3c to 8c.

The apple market was inactive and demand was slow. Nearby medium to large Stayman sold at 75c to \$1.25, delicious at \$1.00 to \$1.50. Black twigs at 65c to \$1.00. Golden delicious at 75c to \$1.25 and York Imperials at 60c to 75c per bushel.

MARKET: Medium grade light and medium weight beef steers predominated in week's receipts, few quotable above \$7.50, one load \$8.00-9.75, compared with week ago all grades about steady. Bulls, she stock and cutters steady. Stockers and feeders closing fully steady under light receipts; bulk \$4.50-5.50; bulk fat heifers \$5.25-6.00; medium bulls \$4.25-4.75; butcher cows \$3.25-4.00; cutters \$1.50-2.25. Calves fully steady, top vealers \$10.00.

HOGS: Steady to strong, top westerns \$5.75. SHEEP: Steady, good and choice lambs \$6.75-7.00. Receipts: For today's market, cattle 6 cars, 2 W. Va.; 2 Illinois; 1 Chicago; 1 Omaha; containing 146 head, 180 head trucked in, total cattle 326 head, 61 calves, 771 hogs, 108 sheep.

Receipts for week ending Jan. 9, cattle 47 cars, 12 Va.; 6 Chicago; 5 West Va.; 5 Kansas City; 5 St. Louis; 4 St. Paul; 3 Omaha; 3 Ohio; 2 Ill.; 1 Tenn.; 1 Sioux City; containing 1164 head, 1061 head trucked in, total cattle 2225 head, 1025 calves, 3756 hogs, 341 sheep.

Receipts for corresponding week last year, cattle 47 cars, 10 Chicago; 8 St. Louis; 6 Va.; 6 W. Va.; 6 Penna.; 3 St. Paul; 3 Tenn.; 2 Omaha; 2 Ken.; 1 Ohio; containing 1198 head, 1086 head trucked in, total cattle 2284 head, 988 calves, 3199 hogs, 399 sheep.

Range of Prices	
<b>STEERS</b>	
Good	7.25-8.25
Medium	6.25-7.25
Common	4.75-6.25
Good	7.25-8.25
Med um	6.50-7.25
Good	7.25-8.25
<b>HEIFERS</b>	
Choice	6.25-6.75
Good	5.50-6.25
Medium	4.75-5.50
Common	4.00-4.75
<b>COWS</b>	
Choice	4.25-4.75
Good	3.50-4.25
Common & medium	2.50-3.50
Low cutter & cutter	1.50-2.50
<b>BULLS</b>	
Good and choice (beef)	4.75-6.00
Cutter, common & medium (yearlings excluded)	3.25-4.75
<b>VEALERS</b>	
Good and choice	9.00-10.00
Medium	8.00-9.00
Cull and common	6.25-8.00
<b>FEEDERS AND STOCKERS</b>	
Good and choice	5.25-6.50
Common and medium	3.50-5.25
Good and choice	5.50-6.75
Common and medium	3.75-5.50
<b>HOGS</b>	
Lightweight	\$5.00-5.50
Lightweight	5.25-5.75
Mediumweight	5.25-5.75
Heavyweight	5.25-5.75
Heavyweight	4.50-5.50
Packing Sows	4.50-5.40

Lancaster Grain and Feed Prices	
Selling Price of Feeds	
Bran	\$24.50 per ton
Shorts	24.00 per ton
Hominy	26.00 per ton
Middlings	26.50 per ton
Linseed	42.50 per ton
Gluten	27.50 per ton
Ground Oats	29.25 per ton
Soy Bean Meal	31.50 per ton
Hos Meal	32.50 per ton
Compound 41%	27.00 per ton
Do. Feed #16%	27.50 per ton
Do. Feed #20%	30.00 per ton
Do. Feed 20%	32.50 per ton

**PENNSYLVANIA DUTCH**  
What Shwilkey Bumblesock Has To Say This Week



Der onner dawck wore ich druva in de Aersht Nasionaal Bank un der Joe Breneman hat mich grotk waer de Deitscha briefa shript fer de tzeitung. Ich hop eme tzawt des ich se selver shript ower iver sellem hut aer so holver folsch glocht, usht es von aer mich net recht glawwa date. Ich hop grawt gadenkt ich date besser den kal konvinsa, so doe gaets.

Ich denk net es es feel shawda oom von ich de gons shootenmatch on selly benk room a venich retza date. Mer shtaerta op mitem Rube. Now den ken ich shundt feel yore tzrick. Wu aer en bu war, hut aer in Florin gwont. Aer is uf gwoxa, hut nee ken ditel-struche gadu, hut en jop in de bank gnickt un hut en aerlicher mon gmocht.

Nekstht hen mer der Elam. Den hov ich net gaket ep aer in de benk gshofft hut. Doe is en chap es si marick mocht, now ferluss dich druf. Usht letstht wuch hen se ferdukt naekstht en breitcher ous em gmocht un mer sin oll gute tzufritta des aer es buch net grickt hut mit sine nawma drin.

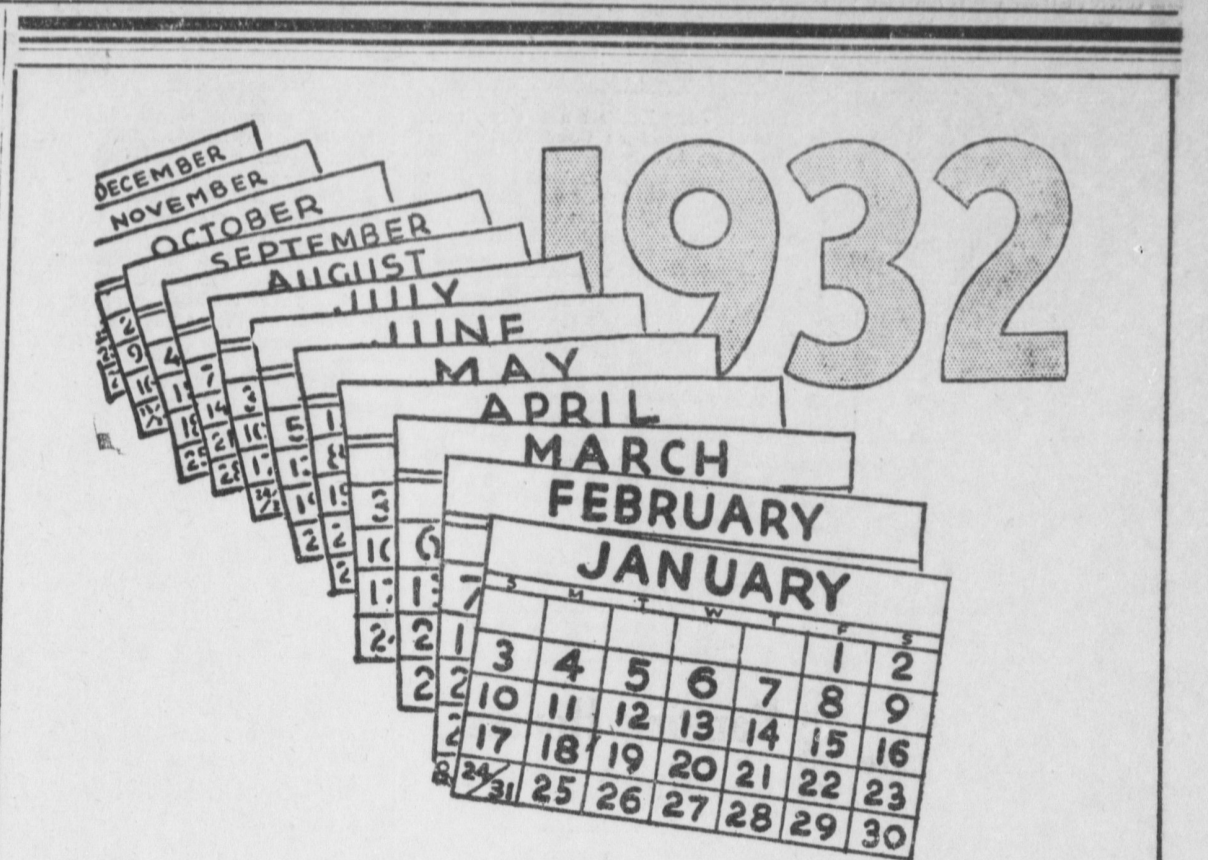
Ich denk der Joe kumt nekstht. Now den kenich si laevas long. Aer is uf gwoxa doe im shtetle, except de tzite es aer im kollege war, is vrier tzrick kuma un huts bowera braviet. Sel hut aer net arick gute galgicha, de no is aer in de benk gonga un sel seemt de sot aravite des aer glicht. Der Joe is aer en shule direkter fer a pore yore tzrick. On de letstht elekshun hen se ene avenich fershrucka, der Sheetz un a pore onera kals, ower es huz nis gabot un der Josie is witer ney ghloopt.

Denk ich mus eich a venich fertzala vaich em Abie Shtaufer. Dot is en kal des mer oll glicht. Der Abe mindt imer si agena binniss, is oll tzu sich selver, un date net so feel es en mook shawda. Won arits en shay matel is des hirea will, set se era kop setza fer der Abe.

Now mer daerfa der Warren net fer-gessa. Doe is aw en kal des si aegeny binniss mindt, gate in de karich un is so aerlich des der dawck long is.

Ich date eich aw glichta sawga vaich de tzway wepslite des on de benk shoffa ower ich drow net recht. De Lissy un de Unis sin oll tzway guty shoffe ower grawt doe mus ich saw-ga ve se duns in Kort—further the deponant saith nol." Ay ding ken ich sawga. Won de tzway wepslite shietta kenna ve de Betz, (in English sawga see, "ball em out," Gut helf de monslite.

**SHWILKEY BUMBLESOCK SALE REGISTER**  
If you want a notice of your sale inserted in this register weekly from now until day of sale. ABSOLUTELY FREE, send or phone us your sale date and when you are ready, let us print your bills. That's the cheapest advertising you can get.  
Thursday, Feb. 18—On the premises the former Jac. Gruber farm 1/2 mile north of Mt. Joy, along the Back Run road, 1-2 m.le from Sharps Corner, live stock, implements, potatoes, wheat and corn, by Paul G. Miller, Aldinger, auct.



**... and NO holidays for NEW Want-Ads**

EVEN the "extra" day this year provides no holiday for these busy workers. They're on the job continuously, scouring unseen markets, searching out the individual—the service—the merchandise—the "lost" and the owner of the "found" ... They are ever ready, steady workers and because of this they find the answer to every WANT.

**THE BULLETIN WANT-AD DEPARTMENT**

**Industrial Notes**

Allentown—New consolidated grade school building completed at cost of approximately \$40,000, dedicated short time ago.  
Rimersburg—New equipment installed in Lincoln Theatre.  
Rural road more than 16 miles long in Armstrong County providing short cut from Apollo to Kittanning, practically completed.  
Bairsville—Chestnut Ridge Transportation Co. seek permission to operate bus service between this city and Latrobe.  
Blairsville—Approximately 1,000 employees added to the payroll of Locomotive Manufacturing Co., division of Cord Corporation.  
Wilkesburg—Bauman Bros., Inc., Chevrolet dealers, will reopen their business here.  
H. B. Householder and Karl Steward granted permission to dredge coal from Swatara Creek—Hummelstown Sun.  
Media—Plans being formulated for formal dedication of new courthouse at this place January 9.  
Allentown & Reading Transit Co. operating bus service from Kutztown to Topton.  
Coatesville—McCormick Bros. received \$25,097 general contract for remodeling interior of Assembly building or Courthouse annex.  
Manongahela—\$6,000 pipe organ dedicated at Methodist Episcopal Church.  
Iron Bridge—Weaver Poultry Farm added new equipment recently.  
Clifton Heights—United Manufacturing Co., bicycle manufacturer, leased 14,000 sq. ft. of space in new factory building, Madison and Holly avenues, this city.  
Ambridge—Railway Express extended their collection and delivery service here to incorporate limits of town.  
State Highway Department now employed 900 men on roads of Fayette County.—Belle Vernon, Enterprise.  
California—Fairchance Lumber Co. started construction on two wing additions to Herron Hall at Southwestern State Normal School.  
Rochester—Cornerstone of new post office laid.  
Allentown—White Haven Manufacturing and Supply Co., Inc., capitalized at \$200,000, granted charter and plans to manufacture explosives.  
Palmerston—Construction underway on skating rink.  
Ebensburg—W. D. Davis purchased store-to-look grocery business from Bos E. McCormick.  
Nantyllo—P. H. Jones Corp., New York corporation, may establish factory here.  
Weatherly—Evangelical auditorium of Centenary Methodist Episcopal Church reopened.  
St. Mary's—J. O. Gordon opened fruit and produce store on Brüsselles St. in storeroom recently vacated by Fox Bros.

**CUT**  
THAT COMMAND ATTENTION  
In your DISPLAY ADVERTISING

Realizing the great importance of CUTs this Newspaper is furnishing the W.M.U. CUT & COPY SERVICE  
In New Releases Each Month—FREE TO