

FOR YOUR INSPECTION

The merchant and manufacturer who advertise, actually are placing their merchandise before you for inspection. They invite your most critical attention and an uncompromising comparison.

And their advertisements, so to speak, say to their products: "We have introduced you to the public—now stand on your own merits."

If the manufacturer and merchant did not have confidence in their wares, they would hesitate to call attention to them. For advertising rigidly tests the maker, the seller and the merchandise.

Business so tested, and found not wanting, is prosperous.

In the long run, you can depend on the man who advertises, as well as on his product. That is one reason why people have found that it pays to read advertisements.

It is through advertising that the excellent things of the world are brought to the attention of those who are seeking for the best and most economical way to spend their money.

Read the advertisements. They are news.

ROADSIDE MARKETING

By T. J. Delohery

ADVERTISING PRINTING

WHILE few roadside or farm markets do enough business to warrant continued advertising unless it is small classified space, the value of advertising printing as a follow-up to newspaper publicity should not be overlooked.

Cards, folders, dodgers, blotters, labels, stickers, food charts, recipes and other such material tie in very well with newspaper advertising, to say nothing of helping to make new customers which come from the recommendation of satisfied buyers.

The kind of printed material to use depends upon the market, what is sold and where it is located. In the past few years operators of roadside and farm markets which are off the main highway or a bit difficult to find, are including maps in their printing and advertising to guide prospective customers.

Recipes are well liked; in fact, directions on cooking will help sales, especially of new crops. When the coil first made its appearance on the roadside market which we patronize, my wife didn't know how to cook it. The farmer told her. And Italian squash makes a delicious dish when stuffed with meat. It, too, was prepared according to the advice of the vegetable grower. A poultry farmer who sells dressed chickens direct wishes he could obtain recipes which would guide his customers. He advocates different weights and ages for certain purposes—that is, roasting, stewing, etc., but when housewives do not follow directions and don't get the desired results, they often blame the chicken.

One of the best pieces of printed advertising I have seen is a so-called health chart. It was used by roadside market owners in Cook county, Illinois. The heading: "For Those Who Are Healthy and Those Who Would Like to Be." The chart, made up of three columns, listed the minerals and vitamins essential to body health, told their effect on the system, and then listed the fruits, vegetables, eggs, nuts and other farm produce in which they were contained.

The chart attracted an unusual amount of interest. Doctors commented upon it as being a fine thing to place in the hands of consumers. Not one piece of this literature, which was available in racks hung in front of the markets, was thrown away after first glance.

In Essex county, New Jersey, where roadside markets are grouped in an association, County Agent I. A. Harman helped the farmers draw up a series of four advertising cards. On the front side of each card, which measured 3 1/4 by 5 1/4 inches, was a picture of the association sign or emblem which was on display before all member markets. "Fresh Farm Products" in large heavy type, was the display line on the first card. The second line said "Quality Goods—Honesty Packed." Below was sufficient room to stamp in the name and address of each member. On the reverse side was a little history of the organization telling what it meant to both consumer and farmer, alike.

All of the four cards were seasonal. The second card had "Fresh Vegetables" in large letters on the front side, with recipes for canning tomato juice, stuffed tomato cocktail, sauted tomatoes, stuffed tomato salad and some information on home canning in general. No. 3 carried stressed sweet corn, with recipes and the last of the series was devoted to "Fresh Canned Eggs"—day-old eggs. The value of fresh eggs produced by chickens fed balanced rations of feeds rich in vitamins and minerals, and their value in feeding babies and adults as well, was stressed. Recipes on various egg dishes fill the back side of the card.

"The cards did a fine job of advertising," said County Agent Harman. "They carried the message of the association and have made customers for the roadside markets displaying the association sign. It was nothing unusual for customers to ask for several of each card. Presumably they keep a set for reference and pass out the others to friends and neighbors."

Printed paper bags are now regarded as fine advertising and cheap, too, since the printing costs little extra if done at the time the sacks are ordered. John Haley of Centre Groton, Conn., relates the story of a woman telling her friend that she had been in the country buying vegetables from a farmer, only to have the friend declare she bought from a dealer, pointing out that producer-owned roadside markets in that section used bags on which their names and addresses were printed.

Package inserts are good advertising, especially if they carry messages on future crops. Tales of new machinery or equipment which produce better fruits or vegetables, aid in making for better quality or cheaper production. The more home and friendly these messages, the better. Customers realize you are a farmer and not a trained advertising writer. A good example of a package insert is that used by F. R. Dolman, Ohio fruit grower. It says:

FOR 30 CENTS I'll sell one bu. of apples. Not the fancy grade, Not the choice, but The best apple on the Ridge for the money. © 1933, Western Newspaper Union.

Kill Insect Pest Army worms, a species of cutworm, can be controlled by using poison bran mash. The formula includes 20 pounds of bran, 1 pound of paris green, 2 quarts of stock molasses, and enough water to make a moist but not sloppy mash. The juice, pulp, and rind of six oranges or lemons will make the bait more attractive. The bait should be broadcast late in the afternoon or after the heat of the sun is lessened.

Produce & Live Stock Market

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

Most nearby fruits and vegetables sold rather slowly this morning and the market was dull with the prices on many commodities lower, according to the Federal-State Market News Service.

Nearby green and wax beans were mostly of poor to ordinary quality and sold at 10 to 35c with a few good quality at 40 to 60c per % basket. Home-grown peas were in light supply and the best sold at 65 to 75c with poorer as low as 20c per % basket.

Cabbage ranged from 10 to 40c per % basket with most sales at 20 to 30c. Pennsylvania barrels brought 75c and bushels 35c to 40c. Cabbage sprouts were quoted at 10 to 25c per bushel. Spinach ranged from 10 to 50c per bushel as to quality and condition. Nearby Big Boston lettuce sold at 15 to 30c per crate with Iceberg bringing 5 to 25c per bushel. Kale and mustard greens were quoted at 15 to 25c per bushel.

The first New Jersey cucumbers of the season brought 75c to \$1.00 per % basket. Green squash brought 40 to 60c with poorer as low as 25c per % basket while white squash was selling at 50 to 75c. Nearby peppers brought 60 to 75c per % basket with a few higher.

New Jersey potatoes were slightly easier with No.1s bringing 60 to 75c and No.2s 25 to 30c per % basket. U. S. No.1 Maryland and Delaware Cobblers sold at \$1.70 to \$2.00 per 100-pound sack.

Nearby tomatoes held about steady with % baskets ranging from 75c to \$2.00 with a few higher as to quality. Beets sold mostly at 3/4 to 1 1/4c and carrots at 1 to 2c per bunch. Nearby celery brought 2 to 6c per bunch.

Nearby blackberries ranged from \$1.00 to \$2.25 and huckleberries from \$2.00 to \$5.00 per 32-quart crate according to quality and condition. Red Raspberries sold mostly at 3 to 6c per pint with a few exceptional lots as high as 8c. Clackpeas brought 8 to 10c per pint. Sour cherries ranged from 50 to 85c per 12-quart basket. Pennsylvania currants brought \$2.50 and New Jersey stock \$2.00 per 32-quart crate. A few very small early peaches sold at 25 to 30c per % basket. Small Yellow Transparent apples were quoted at 15 to 25c per % basket with a few 2 1/4 inch Stars at \$1.00 per basket.

Pennsylvania Department of Agriculture Bureau of Animal Industry, Lancaster, Pa. United States Department of Agriculture Bureau of Agriculture Economics Cooperating July 1, 1933.

Market, slow about steady on all grades of slaughter cattle, somewhat weaker, with a liberal supply for Monday's market. Stockers and feeders steady, liberal supply. Calves slow, steady, top vealers average 6.50. Hogs steady choice wetters 4.75-5.50. Sheep, slow, little demand at this time, choice lambs 7.00-7.75.

Receipts: 659 cattle; 4 calves.	
STEERS	
Choice	5.75-6.25
Good	5.25-5.75
Medium	4.50-5.25
Common	3.75-4.50
HEIFERS	
Choice	4.75-5.25
Good	4.25-4.75
Medium	3.50-4.25
Common	3.00-3.50
COWS	
Choice	3.50-4.25
Good	2.75-3.50
Common and medium	2.00-2.75
Low Cutter and cutter	1.25-2.00
BULLS	
Good and choice	4.25-5.25
Cutter, Common and Med	3.00-4.25
VEALERS	
Good and choice	6.00-6.50
Medium	5.25-6.00
Cull and common	3.50-5.25
FEEDER & STOCKER CATTLE	
Good and choice	5.00-6.00
Common and medium	4.00-5.00
HOGS	
Good and choice	4.75-5.50
Medium and good	4.25-5.00
SHEEP	
Choice lambs	7.00-7.75
Yearling Wethers	4.50-6.00
Ewes (All weights)	1.25-4.50

RECIPES Tried and True

LEMON SAUCE The following simple, yet delicious lemon sauce is good when used as a sauce for cottage pudding or other cakes. 1-2 cup sugar 1 cup boiling water 1 tablespoon corn starch 2 tablespoons butter 1-2 tablespoons lemon juice Few grains nutmeg (if desired) 1-4 teaspoon salt Mix sugar and corn starch. Add boiling water gradually, stirring constantly; boil five minutes. Remove from fire, add butter, lemon juice, nutmeg and salt. A very tasty vanilla sauce may be made over the same recipe, with the addition of 1 teaspoon of vanilla instead of the lemon.

Control Bean Beetles Spraying or dusting bean plants with a quickly acting arsenical poison is recommended by State College entomologists for control of Mexican bean beetles. Your county agent will give detailed information on the mixtures to use.

Thin Garden Plants Crowded vegetable plants should be thinned out early. They compete with each other for food, moisture, and sunlight.

POULTRY DEVELOPS POULTRY WHICH CANNOT FLY

DEVELOPS POULTRY WHICH CANNOT FLY

Penguin Variety Gets Away From Fence Problem.

"Penguin" poultry, which cannot fly over a two-foot fence, may end for all time the quarrels that so often arise between people who keep chickens and their gardening neighbors. This happy possibility is due to the discovery of an inherited character in poultry called "self-clipping."

Dr. D. C. Warren of the Kansas agricultural experiment station, who has studied the inheritance of this character, finds that the flight feathers of the wings are defective and break off as they grow, so that the wing remains permanently "clipped." This condition is inherited according to the so-called Mendelian laws as a dominant character. By mating "flightless" birds with normal fowls and selecting those which produce only flightless offspring, it is a rather easy matter to transfer this character to any of the standard breeds of poultry.

While poultry breeders who introduce this characteristic into their flocks will not need high fences, they may have to rearrange their chickens' sleeping quarters, for many hen roosts would be altogether out of range of penguin poultry.

A few months ago a somewhat similar mutation in the guinea fowl was reported. In this, while the end result was the same, it was arrived at by nature in a different way. The flight feathers do not develop at all in the "Kiwi" guinea, and the character is inherited as a recessive character rather than a dominant.

Sanitation Urged for Checking New Disease

Strict sanitation is the only hope for checking the new poultry disease, leucosis or leucemia, which is spreading as a threat to the \$37,000,000 worth of poultry raised on Illinois farms, according to the animal pathology and hygiene division at the college of agriculture, University of Illinois.

No specific treatment for the disease is known at this time. Control of it must be attempted through general sanitary measures, together with the disinfection of premises before new stock is introduced. It also is advisable to avoid breeding from infected flocks.

Leucemia is a fatal disease manifested by blood changes. Although it has not been definitely proved that it is carried through the egg, the evidence indicates that this is the source of the disease on many farms.

Symptoms may be manifested in fowls four to six months of age, and the disease may continue in a chronic form to cause heavy losses. In mature fowls the disease is marked by low egg production, unthriftiness, blindness, large livers and paralysis.

If suspicious symptoms of the disease appear, flock owners are advised to take typically affected fowls to the local veterinarian for autopsy and diagnosis.

Laying Time for Pullets

It has been found that pullets from the same hatch, the same breeders and raised under the same methods during the growing period will vary as much as several weeks in the time they start laying. In any flock, other things being equal, the early starters are the best winter layers, the most intensive spring producers and the most persistent layers into the following summer-fall period. Most of the breeding stock of the following year will be found among the early starters. Mark the precocious pullets in order to identify them from the late beginners next year when the pullet laying year draws to a close and the question of keeping breeding stock comes up. To do this involves keeping the dates of each hatch. The simplest means of identification is a different toe punch for each hatch of chicks, although many poultrymen prefer to wing-band all chicks used in their pedigree work.—Los Angeles Times.

Buying Chicks

The number of chicks one should buy in the spring should be decided by the number of pullets he wants to house next winter. To be reasonably sure of having any given number of pullets after discarding the culs, buy three times that number of chickens. Cockerels usually outnumber pullets in a lot as hatched. One should count on 55 per cent cockerels. The smallest loss that can be safely figured in estimates is 10 per cent, according to an expert.

Feeding Moist Mash

Moist mash can be fed as a supplement to dry mash to aid in increasing egg production. Moist mash is made by mixing enough water or milk—the latter preferred—to make it crumbly. It should not be wet and sloppy. It is fed in the mash hoppers on top of the dry mash. Only as much is fed to the birds as they will clean up in 20 minutes. It is recommended by experts that it be fed in the middle of the afternoon. The object in feeding moist mash is to increase egg production.

Prune Fruit Trees

Part of the pruning scheduled for next winter may be done now by removing the suckers which have started this season. With a heavy pair of gloves to protect the hands, suckers may be torn off more easily now than they can be cut off next winter. Small bark wounds caused by the tearing will heal quickly if they are not touched. Rubber shoes worn by the operator will prevent skinning off the bark on the crotch.

HEALTH TALK

WRITTEN BY DR. THEODORE B. APPEL, SECRETARY OF HEALTH

"Tetanus, commonly known as lock jaw, no longer stages an annual Fourth of July attack. Thanks to the wisdom of the majority of City Fathers, ordinances forbid the sale of dangerous explosives within the community's limits. This protective legislation plus the more exciting automobile excursion has undoubtedly saved many children from accidents which might have resulted in tetanus."

"In 1909 nearly two hundred persons, the majority of whom were children, were tetanus victims in Pennsylvania. Last year the number reached but sixty for the twelve month period, and only ten of these deaths occurred during the period which possibly could be connected with the Fourth of July. However, one death from this dread disease is even too big a price to pay for celebrating the country's Natal Day. It, therefore, might be well for mothers and fathers to err on the side of safety where giant fire crackers, toy cannons and pistols are concerned. Even fireworks should be handled carefully and their use supervised by the older members of the family."

"However, if in spite of this precaution, an explosive accident occurs, medical advice should be sought immediately and this, whether the powder wound appears to be in consequential or otherwise."

"Again, thoughtful persons will respect the ever increasing automobile hazard, and govern themselves accordingly. Undoubtedly a number of persons will be injured on the highways on the Fourth because of their negligence or the carelessness of the other fellow. Indeed, the highway accidents and fatalities that have occurred on the last few Fourth's make the automobile the real menace today. Careful driving should consequently be the rule."

It is, of course, perfectly logical for everyone to try to extract as much fun as is possible out of the Fourth of July celebration. Pleasure and relaxation are extremely important factors in the event. But, most assuredly, common sense and care should not be discarded in the process."

When in need of Printing, (anything) kindly remember the Bulletin.

Window Screens, Doors

MADE TO ORDER CABINET WORK FURNITURE REPAIRING PICTURE FRAMING CANE SEATING

Lowest Prices Phone 9134 Prompt Service

JOHN S. BUFFENMYER

FLORIN, PA. jne-28-48

PAY WEEKLY

Stop in Our Office and Get Our COAL BUDGET PLAN Phone 5W HARRY LEEDOM Clean Coal MOUNT JOY, PA. jne-20-48



SPEED!

NOW and then you will want Job Printing done in a hurry. Because of our facilities we are in a position to get your job done promptly and give you the kind of quality you demand.

BULLETIN

MOUNT JOY Phone 41J

ONLY \$3,750 A SIDE—That's all I ask for a Dandy Double House, with Double Garage. House has modern heat, baths, light, gas, etc., and is nicely located on Delta St., Mt. Joy. It's a good investment. See Jno. E. Schroll, Mt. Joy, Jan 7-17 You can get all the news of this locality for less than three cents a week through the Bulletin. Stimulate your business by advertising in the Bulletin.

Candy Special

SPEARMINT KISSES, lb. 12¢
 CREAM JELS, lb. 20¢
 TOASTED NIBS, lb. 25¢
 MARBLE TOP FUDGE, lb. 20¢
 MARSHMALLOW PEANUTS, lb. 20¢

Lucky Strike, 15c each
 Camel's, 15c each
 Old Gold, 15c each
 Chesterfield, 15c each
 Piedmont, 15c each

2 for 25c

20 in Each Pack

Wings EACH 10c
 Bright Star
 Sunshine
 White Roll

H. A. DARRENKAMP

3 Doors East of Post Office MOUNT JOY, PA.

Radway's Pills

FOR CONSTIPATION

What They Are: A mild reliable vegetable laxative which does not grip, cause distress or disturb digestion. No habit forming. Contains no harmful drugs.

What They Do: Millions of men and women, since 1847, have used them to relieve acid headaches, nervousness, fatigue, loss of appetite, poor complexion and bad breath when these conditions are caused by constipation.

At All Druggists
 Radway & Co., Inc., New York, N.Y.

WE HAVE QUALITY MEATS

Krall's Meat Market

West Main St., MOUNT JOY
 Closed All Day July 4th

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LOST ARTICLES ARE USUALLY FOUND! A WANT AD in our Classified Columns WILL LOCATE THE THING! Have the latest idea to recover lost articles—the results will surprise you! Use Our Service! CUT & COPY SERVICE! New Each Month!

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 PHONE 68 — MT. JOY, PA.

NEW HOUSE CHEAP—I have a 6-room House along the trolley at Merin that I want to sell before April 1st. Has all conveniences and will sell for only \$3,650 for a quick sale. This is No. 371 in my list. Jno. E. Schroll, Realtor, Mt. Joy.

Read—The Bulletin

CLARENCE SCHOCK

MOUNT JOY, PA.

WE ASK PATRONAGE WE GIVE SERVICE

LUMBER-COAL