

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

LOCATING THE ROADSIDE MARKET

ABOUT the first thing a food retailer does before leasing a shop or store is to "count noses"; that is, he finds out how many people pass the place daily, and thus decides the possibilities of his attracting customers. Farmers are now doing practically the same thing before building roadside markets, making allowances for new customers that will come through advertising and satisfied customers telling others about their source of fresh, quality fruits, vegetables and other foods.

In determining the number of cars which pass the proposed roadside market site, the number traveling on the side on which the stand is to be built is important, more especially on main highways. On the secondary roads it is not so important, according to surveys. The position of the market and the parking space are two other deciding factors.

Studies indicate the right-hand side of the road, homeward bound or leading into town, is to be preferred. In Michigan, for instance, it was found that for every hundred dollars' worth of farm products sold to consumers by roadside markets on the right-hand side of the highway, only \$47 was sold from stands on the opposite side. Ohio experts found that only one-third of the motorists will brave the hazards and inconvenience of crossing the road on foot to do their shopping.

On the secondary roads, however, the dangers of threading through the traffic being decidedly smaller. The reputation of the market owner also counts, as six of the most successful roadside markets around Chicago are located on what is supposed to be the wrong side of the highway. As a general thing people won't stop, knowing they will come upon other stands without traveling far.

The outward bend of a gentle curve in the highway is a prominent location for a roadside market. It can be seen from a distance, and motorists



A Roadside Market.

usually slow down on curves. The crest of a hill is also a good spot, as is the side of a straight stretch, especially if there is nothing to obstruct the view.

Hill tops have an advantage of offering a view of the surrounding country, making it easy to wait for service if not possible right away. And people will often linger where they get a view of the vicinity. In all cases, the color scheme and decorations of the market and surrounding buildings help stop customers and make sales.

For the same reason people will not cross the highway; parking space is essential. In some states it is a law. The easier it is for people to trade, the better they like it. Also, they like to look over the display of products without too much trouble.

"Since most of the buying at roadside markets is done as sort of a sideline of a roadside market in Massachusetts, "room enough to get away from the place as soon as they have finished buying gives them more time for riding, and they don't have to park any distance from the market. On the other hand, if you have something of interest around the place, even if it is only a good view, keeping customers satisfied while you are servicing others, helps a whole lot. Pastoral beauty is one thing that interests city consumers. Flowers, shrubs and even growing vegetables will make them forget waiting or even make them forget what they stopped for.

"Speaking of flowers and shrubs, I find they are both very profitable in a cash way, too. This whole patch by the market is the result of our just setting out a few things to make the place attractive. Now we sell \$150 to \$200 worth of flowers during the season, and people who are attracted by the flowers also buy vegetables and other things."

Related to the position of the roadside market are signs. If possible, the first sign should be 300 to 500 feet from the market. It should be large enough and attractively painted to catch the eye. Give the motorist every chance to catch the message and time to slow down.

One of the don'ts about signs is never to start off with STOP, especially if red color is used. Red and STOP are danger signals on roadways, and the motorists who find it is only your roadside market sign are more apt to pass your market, even though in need of things you have to sell.

Some farmers prefer one large sign; others several small ones at intervals of 100 to 200 feet. Both may be used to good advantage.

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Plant Garden Crops

Sow green curled or brogd leaved batavian endive for October and November use. Place several seeds in hills about 8 to 10 inches apart and thin the plants when small to one in a hill. Sow chinese or celery cabbage the same as endive. Sow dwarf scotch kale for late fall and winter use; space the plants 6 to 10 inches apart.

Produce & Live Stock Market

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

Tomatoes were in moderate supply this morning and the market was stronger under a good demand. Most stock sold at \$1.00 to \$1.75 per 5-8 basket with a few best at \$2.00 to \$2.25 and poorer as low as 35c, according to the Federal-State Market News Service.

Beets and carrots sold slowly with beets quoted at 50c to \$1.00 and carrots at 50c to \$1.50 per 100-bunches with a few higher. Kohl rabi sold at 1-2 to 1c, celery at 1 to 2 1-2c, dill at 1-2 to 1 1-2c, and root parsley at 1 to 1-2c per bunch. Cabbage moved slowly at 10 to 25c for 5-8 baskets and around 75c for barrels. There was practically no demand for white squash and the most stock sold at 5 to 15c per 5-8 basket while green squash was bringing 10 to 15c. Eggplant has brought 75c to 90c per 5-8 basket with a few higher. Cucumbers were weak and sold at 10c to 25c per 5-8 basket while Southern stock was bringing mostly 25c per bushel.

Corn was more plentiful and the market was weaker, with sacked white stock bringing 60c to \$1.00 per 100 ears. Golden Bantam corn brought 60c to \$1.00 per bushel. The green snap beans ranged from 25c to 40c with a few fine quality at 50c per 5-8 basket. Wax beans were generally of ordinary quality and brought 10 to 35c per 5-8 basket with a few best higher. New Jersey lima beans were quoted at \$1.75 to \$2.00 with a few at \$2.25 per bushel.

Apples continued dull. Unclassified Starrs, Transparents, Red Astrachans and Williams Red ranged from 25 to 75c per bushel with a few best higher while 5-8 baskets were selling at 10c to 40c with a few higher. Blackberries ranged from \$1.75 to \$2.25 per 32-quart crate. The New Jersey huckleberries brought \$1.50 to 3.00 per 32-quart crate while Pennsylvania berries were bringing \$2.00 to \$3.50. Early peaches sold at 25 to 50c per 5-8 basket.

The Philadelphia potato market was slightly weaker with New Jersey U. S. No. 1 Cobblers bringing \$2.40-2.50, per 100 pound sack. The New York and Boston potato markets were also slightly weaker and New Jersey Cobblers brought \$3.00 per sack in Boston and \$2.25 to \$2.65 in New York. Pittsburgh held about steady at \$3.00 per 100 pound sack for U. S. No. 1 New Jersey Cobblers.

Beef steers and yearlings fully steady, bulk of sales \$6.00-6.50, one load choice 1200 lb dry feild sold at 6.80. Cows fully steady top \$4.25 Hefers 25 to 50 higher, the choice kinds \$5.75. Top Stockers and feeders slow, steady, bulk \$4.50, choice \$5.00-6.00, common and doggy type \$3.00-4.00. Fair run of stocker and feeders expected for the Monday's market. Calves slow, steady, top vealers \$7.50. Hogs are steady, choice westerns top \$6.00. Sheep 15-25 higher choice lambs 7-7.5-8.50 with extremely choice kinds around \$8.75.

Receipts 625 cattle: 8 calves; 359 hogs; 88 sheep.

Choice	6.00-6.50
Good	5.50-6.00
Medium	4.75-5.50
Common	4.00-4.75

Choice	5.25-5.75
Good	4.75-5.25
Medium	4.00-4.75
Common	3.50-4.00

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

Good and choice	4.25-5.25
Cutter, Common and Med	3.00-4.25

Good and choice	7.00-7.50
Medium	6.25-7.00
Cull and common	4.00-6.25

Good and choice	5.00-6.00
Common and medium	4.00-5.00

Good and choice	5.25-6.00
Medium and good	4.75-5.25

Choice Lambs	6.50-7.75
Yearling Wethers	5.50-6.75
Ewes	2.25-5.50

BAINBRIDGE

A birthday surprise party was held on Saturday evening for George Bachman in honor of his birthday anniversary. The guests were: Mr. and Mrs. Jacob Fallinger, Mr. and Mrs. Charles Krall and son Dale, Mr. and Mrs. Nelson Dimeler and daughters, Margaret and Theo, Mr. and Mrs. Harry Wimer, Mr. and Mrs. John Dimeler, Mr. Jerry Baile, Grace Updegraff and daughter June and Mr. and Mrs. Baker, all of Middletown; Mr. and Mrs. H. A. Libhart, Miss Ethel Flanagan, Miss Estella Shaeffer, Mr. William Morgenthal and Mr. and Mrs. George Bachman and sons Joseph and Neal.

Miss Belle Fitzkee, R. N., of Philadelphia, is spending the week as the guest of Mr. and Mrs. Reuben Fitzkee. Miss Grace Spayde spent the past two weeks at Martinsburg, W. Va., as the guest of Mrs. Katherine Voorhees. Mr. and Mrs. Fred Small, Mrs. Katherine Voorhees and Holmes Voorhees of Martinsburg, W. Va., were the guests of Mr. and Mrs. S. H. Bartles and Mr. U. C. Spayde and family over the week-end.

There is no better way to boost your business than by local newspaper advertising.

FARM POULTRY

BACK-YARD FLOCKS REDUCE FOOD COST

Table Scraps May Be Used to Feed Poultry.

By C. F. Parrish, Poultry Extension Specialist, North Carolina State College.

The back-yard poultry growing industry has always been an important factor in poultry growing, and should be expanded during the present period.

As a reason for this suggestion, back-yard poultry keeping is affected less by changing economic conditions than any other productive enterprise. In times of high prices, great numbers of persons keep fowls as a means of reducing the cost of living. In times of depression, the back-yard flock may play an important part in the struggle to keep going on a reduced income. Then, too, fowls are most adaptable and may be kept successfully under a wide range of conditions.

It is true, when the range is restricted and methods are intensified, the feed and labor cost for each bird is increased. This may not be a handicap since our experience has shown us that when farmers produce eggs and poultry at lowest cost, they do not necessarily make the largest net profit either on the birds or the labor used. It is cheaper possibly to buy feed than to buy eggs and chickens, and much of the table scraps or surplus green vegetables may be used to advantage with the back-yard flock.

In keeping poultry in the backyard, however, houses should be well ventilated, but not open to winds and rain. Good dropping boards, clean nests, plenty of fresh water in clean containers, and curtains for protecting the birds during bad weather are necessary. While the houses should have open fronts, the birds must have adequate protection during cold, rainy weather.

Use Sanitary Practice to Reduce Chick Loss

Poultrymen who put health first last year in the growing of their pullets suffered less than 7 per cent loss of chicks.

D. C. Henderson, poultry extension specialist of the Pennsylvania State college, says that 707 co-operators with the agricultural extension service in the state last year reported the growing of 426,542 chicks. The average loss of chicks reported was 10.4 per cent, but poultrymen who used all the sanitary practices recommended by the extension poultry specialists had a loss of only 6.94 per cent.

The five recommended practices included quality chicks from vigorous stock, early hatching, clean brooder houses, clean feeders and clean grounds.

Since this plan of growing chicks was started in the state there has been a consistent decrease in chick losses. In 1929 the average loss among co-operators was 15 per cent, but those who used all the clean practices lost only 10 per cent. In 1930 the average loss was 13.2 per cent, and those who used all the sanitary practices lost only 8.4 per cent. In 1931 the average was slightly over 10 per cent, and the loss for those using all the clean practices was less than 7 per cent.

A Productive Hen

A single comb Rhode Island Red hen, owned by the North Dakota agricultural college, laid 542 eggs in two years, according to O. A. Barton, head of the poultry department. The eggs from this hen sold for a total of \$9.74. In the records kept, it was found that this hen consumed 290 pounds of feed at a cost of \$2.40, leaving a balance of \$7.34 in two years. The \$7.34 is the amount which was received for overhead cost and labor income.

Eggs produced by this hen had a total weight of about 65 pounds, or more than ten times her body weight. She produced her eggs on an average of slightly over four pounds of feed per dozen, and at a feed cost of approximately 5 cents per dozen.—Wallace's Farmer.

Poultry Notes

Plenty of sunlight and fresh air in the poultry houses greatly reduces disease troubles.

Yearling hens, or older ones, in corn-belt flocks, are 20 times as likely to have tuberculosis as pullets.

New Zealand expects to export 1,000,000 eggs to Britain this year, about twice the quantity exported in 1932.

The egg a pullet lays is about 9 per cent smaller than the egg from which she was hatched.

Even with the lower prices prevailing Manitoba realized \$1,277,850 from dressed poultry last season. At \$1.10 each the \$50,000 turkeys brought \$385,900.

Poultry is leading Iowa farmers out of the economic crisis with a larger income than during 1931 and 1932, according to the poultry extension department of Iowa State college.

Eradicate Disease

A systematic spray program usually controls cane blight on raspberries. However, since the infection occurs when it is difficult to spray the raspberries, the most satisfactory measure consists of cutting out and burning the diseased canes.

You can get all the news of this locality for less than three cents a week from the Bulletin.



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Hail is an uncertainty, but if it comes there is no uncertainty about its power of destruction. Protect your tobacco crop with a

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CREAM JELS, lb. 20c
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MARBLE TOP FUDGE, lb. 20c
MARSHMALLOW PEANUTS, lb. 20c

Lucky Strike, 15c each
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