

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

CO-OPERATIVE ROAD-SIDE MARKETS

ROADSIDE markets are individually owned as a rule, but where a number of farmers are engaged in the production of different lines of crops but don't produce enough to keep a roadside market supplied through the season, co-operatively owned roadside stands have been established and successfully operated.

Probably the most extensive and best-managed of co-operative roadside markets is the chain in southeastern Wisconsin, which was started by the first fruit growers association in that section of the Badger state. More than a dozen markets, spread over several counties in the fruit belt, have shown a healthy increase in business for each of the three years they have been in operation.

While the members are primarily fruit growers, some of them are now growing patches of vegetables, own small flocks of poultry and several hives of bees. Thus they are able to supply the markets with a good line of food which keeps them open during the outdoor season instead of a short time in the late summer and fall when fruit is ripe.

Each market handles the products of from six to ten farmers. Management and sales are left in the hands of the grower on whose property the stand is located, or with a hired salesman. Much caution has been used in the selection of salesmen and market managers, with the result that the representatives have been a great help in the increased business which the markets report.

The chain of roadside markets is the outgrowth of the farmers' efforts to increase local consumption of their fruit after they had put on a campaign to improve quality. The first step in the marketing campaign was to exhibit apples, pears and plums in various food shows.

After canvassing possibilities of several outlets, Mr. Fallet decided on a co-operative roadside market; but before proposing it to the fruit growers, he and C. L. Kneher, state fruit specialist, made a trip through the fruit belts of Wisconsin and Michigan to study the various phases of the business. Returning, he suggested a co-operative roadside market, and upon approval, built a portable stand which was first exhibited at the state fair.

"The Fruit Market," the official name of these stands, is a portable affair made of a striped green canvas roof, green woodwork and shelving which permits the display of several dozen harmoniously colored baskets of apples, pears, plums and crab apples, with a background of golden cider. The first one cost \$90 to build and won \$125 in prizes at the fair.

During fair week thousands of people stopped at the booth of which "The Farm Market," fully equipped,

Produce & Live Stock Market

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

Market. Beef steers and yearlings about steady, but slow; bulk of the grass cattle selling \$4.25-5.25 with a liberal supply on hand. She stock and cutters steady with week's decline. Bulls steady. Stockers and feeders steady with fair run expected for Monday's market. Bulk of sell \$3.25-4.50. Calves steady with few on hand, choice vealers to sell up to \$3.50. Hogs slow with feeling easier. Choice Westerns top \$6.50; choice locals 5.50-5.75. Sheep steady with good clean up; choice Southern lambs \$7.25-8.75; choice locals \$6.50 to \$7.00.

Receipts: 1473 cattle; 32 calves; 456 hogs.

STEERS	
Choice	5.00-5.50
Good	4.50-5.00
Medium	3.75-4.50
Common	3.00-3.75
HEIFERS	
Choice	4.75-5.25
Good	4.25-4.75
Medium	3.50-4.25
Common	3.00-3.50
COWS	
Choice	3.25-3.75
Good	2.75-3.25
Common and medium	2.25-2.75
Low Cutter and Cutter	1.25-2.25
BULLS	
Good and choice	4.25-5.25
Cutter, Common and Med	3.00-4.25
VEALERS	
Good and choice	8.00-8.50
Medium	7.25-8.00
Cull and Common	5.00-7.25
FEEDER & STOCKER CATTLE	
Good and choice	5.00-6.00
Common and medium	4.00-5.00
HOGS	
Good and choice	6.00-6.50
Medium and good	5.25-5.75
SHEEP	
Choice Lambs	7.00-7.75
Yearling Wethers	4.75-5.75
Ewes (all weights)	1.50-4.75

NORMANDY OBSERVES ITS TENTH CENTURY

Cities and Towns in Gala Attire for Event.

Coutances.—Celebration of the thousandth anniversary of Normandy opened here recently and will be observed in other towns throughout the district during the summer.

The fetes are not in honor of Normandy, the country of apple blossoms, of green pastures and rolling streams, which has existed since there were any memories of this verdant countryside, but are being held in commemoration of the Tenth century of the Normandy of the Normans. Incidentally, the anniversary has been made an occasion for the historians and the archeologists to make known and discuss Norman history and art.

The city of Coutances, with its magnificent Norman cathedral, has been decorated with the famous Viking flag bearing three gold leopards which flew from the mastheads of the Norse dragon ships of war when they first began their raids up the French rivers in 911. A Viking war craft with its shields and dragon-headed prow, a reproduction of the queen's ship which was unearthed on the Orkney, was borne in the historical pageant through the streets, while numbers of the terrible Norse heroes, including Hollo, the first Norse conqueror of Normandy, were impersonated.

At the historical congress which was held here under the chairmanship of Professor Prentout of the University of Caen, papers were read by French and foreign historians dealing with the Norman race and its Tenth and Eleventh century exploits.

Rarest Precious Stone Found in California

Hollister, Calif.—Few of the world's jewel collectors know that one of the rarest of all precious stones—Benitoite—is found only in one small surface deposit, the area of which is no larger than a good sized room, in San Benito county.

The tract of soil containing the deposit has been under lease to Otis Dunn, Santa Paula, Calif., for several years. Economic conditions of the last three years caused him to close operations. He plans to resume working the deposit soon.

The finest Benitoites are clear transparent blue in color, shading into the palest lavender and white. Only one clear white Benitoite ever has been found.

Benitoites, as the rarest gems in the world, consequently are the most valuable, according to Dunn. They are known to but few collectors. They are found imbedded in solid rock and the only way to remove them without changing damage is to place the ore in acid, which eats away the rock but does not injure the Benitoite. It is then cut and polished the same as a diamond.

Treat Smutty Wheat

If stinking smut is present in the wheat it is intended for seed, the grain should be thoroughly cleaned and then treated with 2 1-2 ounces of copper carbonate dust for each bushel of wheat. The treating may be done with home-made machines or one of the 70 commercial machines in the state.

Stimulate your business by advertising in the Bulletin.

Patronize Bulletin Advertisers

POULTRY

TO MAKE HENS LAY IN SUMMER SEASON

Wet Mash Suggested by a New York College Man.

may be fed late in the afternoon, just before the night grain feeding. The hens should have only what they can eat in twenty minutes.

Another plan is useful when no milk is available. Fill a pail one-half full of dry oats and then fill to the top with water. Let the oats stand from one afternoon to the next and add enough of the regular dry mash to absorb the remaining moisture. Feed the same amount and at the same time as the milk mash.

Wet mash feeding usually begins in late July or August. Mr. Hurd suggests: No change in quarters or in feed formula; provide an abundance of tender green food; have fresh water at all times; furnish shade; and do not allow red mites to attack the flock. He also suggests adding two pounds of tobacco dust to each one hundred pounds of mash to aid in controlling worms and coccidiosis, which are thought to contribute to paralysis. The tobacco dust should be guaranteed to contain 1 per cent nicotine sulphate.

Hen's Offspring Best Indicator of Ability

A hen may be a good egg layer, but that is no guaranty that her daughters will be good layers, even when she is mated with a sire whose female parent was a heavy layer, a three-year experiment by the United States Department of Agriculture indicates.

Progeny testing—that is, the testing of the laying ability of a hen's daughters is the most reliable guide to that hen's ability to produce good layers, the department found. The common practice of attempting to improve egg production by selecting breeding stock on the basis of egg production cannot be depended upon to bring the desired results, the experiment made by Dr. Morley A. Jull, department poultry specialist, shows.

The department tested 793 single-comb White Leghorn hens, the daughters of 19 selected sires and 135 selected dams, at its animal husbandry experiment farm at Beltsville, Md. The tests showed: That the egg production of a sire's dam had little significance in determining his ability to produce good progeny; that a given sire mated to a given dam may produce good progeny, but that the same sire mated to another dam may produce poor progeny; that the same was true for differing sires and a given dam; that full sisters mated to the same sire frequently produced diverse results; that the average egg production of a group of full sisters could not be used as a basis for judging any one of the sisters for breeding possibilities.

Lice on Poultry

Lice do not feed on blood like red mites but eat dried skin or bits of feather, writes a correspondent in the Indiana Farmer's Guide. They may eat blood from small skin wounds but do not suck the blood like red mites. The lice are constantly crawling over the skin both day and night and cause much discomfort to the hens. Hens are nervous sensitive birds and probably suffer more from lice than is commonly realized.

Eggs Must Be Eggs

Eggs, it seems, just have to be eggs in Connecticut, under a bill passed in the house of the general assembly. Under the terms of the measure eggs must be designated as "fresh eggs," "cold storage eggs," "preserved eggs" or "incubated eggs." However, the bill adds, if an egg does not conform to any of these classifications, but still is wholesome and edible, it may be designated merely as "egg."

Poultry Gleanings

Ohio ranks fourth in poultry production with 24,954,000 chickens.

Pullets lay about 20 per cent more eggs a year than do yearling hens.

Seneca county (Ohio) poultry raisers had a record of 1,800,000 eggs marketed last year.

Pecky, Rhode Island hen owned by Ernest Bahr, at Pomeroy, Ohio, laid an egg 9 1/4 inches in circumference.

Income from farm poultry in the United States as a whole is exceeded only by that from cattle, cotton, hogs and milk.

The first exhibit of poultry at a fair in America was of Emdon geese, by Mr. Sisson, at the Rhode Island state fair at Pawtucket in 1829.

A Tyrrell county (N. C.) farmer reports building a brick brooder for his baby chicks at a total cost of 60 cents for stove piping and 20 cents for lime. He says it works fine.

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

FOR SALE—A Brick House with Slate Roof, 8 rooms, all conveniences, Poultry House 12x12, along concrete highway, Florida. Apply to Jno. E. Schroll, Realtor, Mount Joy, No. 416. Jan 14-17



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 413

HENRY G. CARPENTER INSURANCE - MOUNT JOY PA.

Carry kind of insurance except Life anywhere in Pennsylvania.

Swiftest and Best RHEUMATIC PRESCRIPTION

85 Cents

Pain—Agony Starts to Leave in 24 Hours

Just ask for Allen—Within 24 hours after you start to take this safe yet powerful medicine excess uric acid and other circulating poisons start to leave your body. In 48 hours pain, agony and swelling are usually gone—The Allen prescription is guaranteed—if one bottle doesn't do as stated—money back.



Not Just Another Pill To Deaden Pain

But a wonderful modern medicine which acts upon the conditions which CAUSE the pain. Take them regularly and you should suffer less and less each month. PERSISTENT USE BRINGS PERMANENT RELIEF. Sold at all good drug stores. Small size 50c.

LYDIA E. PINKHAM'S TABLETS

FOR RELIEF AND PREVENTION OF PERIODIC PAINS

OUR PRINTING PRICES ARE LOWEST

THE BULLETIN MOUNT JOY

Swiss Watches and Small Wrist Watches Repaired

Prompt Service and Prices Reasonable

DON W. GORRECHT MOUNT JOY, PA.

MILK, CREAM and Chocolate Milk

With Quality You Can Taste BEST PRICES ON ICE

Hallgren's Modern Dairy

289 Marietta Street Phone 101M MOUNT JOY, PA. Pure Whipping Cream 15c a half pint Jne-21-17

Special for This Week

We just received a fresh supply of Specials, lb. .25c
Fresh Peanut Clusters, lb. .29c
Fresh Almond Clusters, lb. .35c
Light and Dark Coated Almonds, lb. .50c
A full supply of Bachman Chocolates

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
Bright Star
Sunshine
White Roll
10c

H. A. DARRENKAMP
3 Doors East of Post Office MOUNT JOY, PA.

Store and Dwelling

A 2 1/2 Story Frame House—2 1/2 Story Frame Store Building—Garage—Also Butcher Shop.

Any person desirous of having a grocery store in a very good community should investigate this proposition. Will sell the above with or without stock as purchaser desires. Possession any time. No. 440. Phone 41J.

Jno. E. Schroll, Realtor
MOUNT JOY, PENNA.

CLARENCE SCHOCK
MOUNT JOY, PA.

WE ASK PATRONAGE WE GIVE SERVICE

LUMBER-COAL



Now we got a JOB!

WANT ADS! GOT IT FOR HIM!

No need to be idle. One or two insertions of your Ad in the Bulletin will find the position you are seeking.

WANT CUTS TO DISPLAY ADS CUTS GET ATTENTION

VIM and VIGOR

Enjoy life. Be on your toes. Feel wide-awake

USE Radway's Pills (The Vegetable Laxative)

to cleanse the intestinal tract of impurities caused by constipation. Your poisonous blood will give you new "Pop."

Mild - Reliable At Your Druggist

WE HAVE QUALITY MEATS

Krall's Meat Market
West Main St., MOUNT JOY

CUTS FOR your ADS!

This Newspaper supplies a modern CUT & COPY SERVICE for its advertisers NEW EACH MONTH

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



Fruit Market.

was a part. Numerous questions were asked and answered by the county agent who was in attendance. "Opening on Sunday when motorists were out in full force, the market clicked right away," said County Agent Pallet. "In fact, we sold out early in the afternoon, and it was necessary to phone a dozen farmers to rush in more fruit. The color scheme of the stand, the baskets of well-graded fruit, all of which had tags telling the variety and the price, made a picture which undoubtedly influenced a number of purchases."

"The success of the first 'Fruit Market' is responsible for the establishment of the others. Hired salesmen, operating a few of these markets, are permitted to handle eggs, vegetables and honey if the farmers do not produce these foods. This concession has been found to be an incentive for the salesman who realizes that his earnings are based on sales of fruit with additional revenue in the other products.

Co-operative roadside markets are advisable also where they will eliminate competition and, as pointed out, give small growers a chance to get better prices than is possible at wholesale markets or where keeping open a roadside outlet would necessitate the buying of other things to complete the line. Of course, the success of group-supplied markets will depend largely on the manager or salesman and his ability to give each member a fair deal and maintain harmony among the contributors.

© 1932, Western Newspaper Union.

NATURE VS THE FINE ARTS
"How lovely nature is!" said she, While looking at the view.
"It is," said he as he gazed at her; "And art is lovely too."

As soon as the producer and the consumer decide to play both ends against the middleman—then history will be in the making.

Patronize Bulletin Advertisers