THE WEEK IN

BUSINESS

NEW YORK, June 15-BUSINESS

-Just ten years ago this month the Federal Reserve Board's adjust-

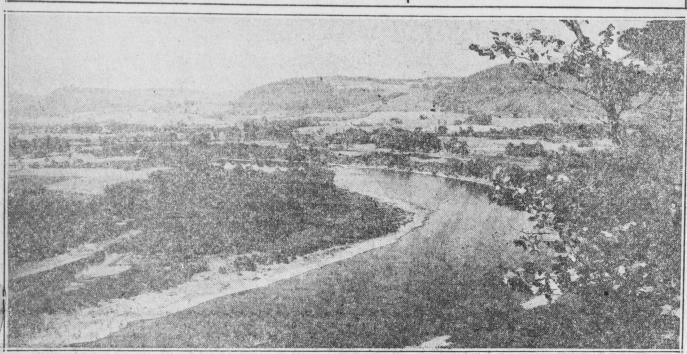
ed index of industrial production reached its all-time peak of 125 per

cent of normal. In gloomy 1932 the

index averaged 64, then climbed

slowly back to 121 in December, 1936. Today the index stands at

Typical Scene on the Susquehanna River



This is only one of hundreds of beautiful vistas seen by motorists following Pennsylvania's Susquehanna river. The spot is near

By CHARLES B. ROTH

WHAT ABOUT PRICE?

pers with his price. We consult

these prices before we buy.
Seen in this light, advertising be-

comes the informant that prevents

dishonest sellers from taking advan-

tage of us and our ignorance of

A recent mystery drama has the villain contriving to plunge the city

into complete darkness for one

night, so that he and his henchmen

can dash in and make away with

thing dastardly to put over," he ob-

served, "must needs fear the light."

High prices, skimpy quality, gyp

products also must needs fear the

light. That is why they are cloaked

in such phrases as: "We don't ad-

vertise. We pass the savings along to you." "Why pay the high cost of

advertising? We put it into our

But the merchant who advertises

uses the light of advertising, and

asks you to compare his goods and

his prices and to find out before you

buy. You can always pay his price,

because it is the right price. That

you know because the protective

power of advertising has told you

And this protective power of ad-

vertising is working for you every

time you unfold your newspaper and

read an advertisement. That black

print on white represents a buying

guide which is worth several hum

dred dollars a year to you and your

@ Charles B. Roth.

BEAUTY AND MUSIC AT THE FAIR

NEW YORK-Ballet on land and water will thrill visitors to the New York World's Fair opening

wimming and stage star, will head a cast of 100 girls in Billy Rose's Aquacade ballet. Two hundred thers will dance on the stage. The show's production will cost \$1,000,000, according to Grover A.

drix, Dolores Pennell, and Joseph Friday's Sessions

goods," etc., etc.

that it is.

"We who have some-

prices we might have to pay.

WOMAN," once remarked | comes out publicly in the newspa-the famed Hoosier humorist | pers with his price. We consult Martin, "will buy anything she thinks the store is losing money on." That was merely a funnyman's way of saying that in all our buying price is a most im-

portant consideration-the one thing with which we are concerned every time we spend a

Now what really constitutes price and how are prices eshow are prices es-Without getting too deep into economic principles, we know that prices Charles Roth are established by

what is called the law of supply

This law teaches us that when the demand for anything exceeds the supply, prices go up. Conversely, when supply is plentiful but denand is light, prices go down. But how can we as customers know that this law won't be tampered with and men, shrewd, scheming and selfish, step in and raise prices and gouge us by making us pay them? They could, you know, and we would not be any the wiser.

Our safeguard against this is the advertising we see in the newspapers. That protects us. Under our competitive system of buying and selling, one merchant vies with another merchant for our trade. Each

Schroll, Albert Peifer, Doris Hen- service.

tpiscopal

Waffled Wafers



WARM weather trick is to A make crisp little biscuit sandwiches in a waffle iron! Between two rounds of biscuit dough spread a filling of devilled meat, chopped olives or any other tasty sandwich spread. Then "waffle" the biscuit sandwiches in a hot waffle iron. These are especially good with summer salads and beverages.

WAFFLED WAFERS 2 cups sifted flour

34 teaspoon salt

34 cup devilled ham

3 teaspoons baking powder 2 - 4 tablespoons shortening 2/3 - 3/4 cup milk

a "sandwich" in each section of a ocial Security amendments. hot waffle iron and bake until well browned, about 31/2 minutes. Serve SILICOSIS CURE—Half a million hot. Yield: 9 wafers. vorkers in the U.S. are threatened will be a general meeting at which

Sift together flour, salt and bak-

ing powder. Cut or rub in shorten-

ing. Add milk to make a soft

dough, stirring just enough to

make ingredients hold together

Turn out on lightly floured board,

knead gently for a half minute.

Roll out dough 1/4 inch thick. Cut

with biscuit cutter. Spread half

the biscuits with sandwich spread

cover with another biscuit. Place

The day will be concluded with the service of the Corporate Com- be elected.

Mrs. W. J. Watts is in charge of a preparatory service for the cor- munion with Rev. Joseph, the To Hold Classes the production of this play, whose porate Communion at 11 p. m. Rev. celebrantand and Rev. Watts of Mt.

8:30 to 11:45 p. m.

The final session Saturday will of industrial and medical science, motor industry's infancy. begin with the celebration of Holy does the by-product of one industry Communion at 8:30 a. m. with Rev. come to the rescue of another. Watts the celebrant and Rev. Hayward, formerly of Mount Joy, the

List Committees Mount Joy Fellowship, will make the last 20 years. Because of the an adress of welcome at the open-different expansion characteristics ing session. of concrete and glass, joining of

the two so that the latter wouldn't Officers of the diocese are: William crack on very hot or cold days, O. French of Harrisburg, president; has presented until now an un-Helen J. Chippy of York, first vice president; Robert Buller of Mount Robert Harer, of Williamsport, as-Joy, second vice president; Ells-sistant treasurer; Rev. Robert T. worth Chandlee of Harrisburg, re-McCutchen of Mount Alto, Miss cording secretary; Frederick Mc-Helen V. Owen of York and Albert Cutchen of Mount Alto, treasurer; E. Parkes of Phillipsburg, advisers.

every year by the dread disease, silicosis, almost occupational among Friday's sessions will begin with time the officers of the diocese will miners and quarrymen. Silica (quartz) dust poisons their lungs,

re-fabricated homes.

WASHINGTON — Congressional

nail is loaded with shingles upon

which messages are written, a pet

levice of lumbermen when con-

erned about pending legislation.

This time passage is sought for the

aterials bought by the govern-

ent or used on federally-financed

onstruction as domestic. Agitation

strong in the Northwest due to

he Canadian trade treaty which

about to raise the quota limit on

ingle imports, threatening shut-

owns because of high wages paid

American mills. Pressure also

mcreasing from the "folks back

ome" for passage of a bill provid-

ee of bank loans to small business

oncerns, just as the Federal

ntees mortgage loans by banks on

mall homes. The measure is

onceded a fair chance, with much

epending on the degree of Ad-

inistration support its sponsors

ongress stews over taxes and

* * * * *

ng for federal government guaran-

choking them with fibrous growth Classes will be held at 10:30 a. until, often, they can't breathe any other public centers will have a cast includes Robert Buller, Walter Joseph will be in charge of this broadfast in the high school there are being taught more. It has been a major problem mailomat. This new machine autobreakfast in the high school there by the following: Worship, Dean of medical scientists. Recent ex- matically prints a metered stamp on Hiestand of Harrisburg; Study, Rev. periments reported in the Canadian letters inserted in it upon deposit Judd of Mechanicsburg; Service, Medical indicated silicosis can be of the necessary coins, and then Rev. Means of Harrisburg; Fellow- prevented and even cured by holds them for postal collection.... ship, Rev Toadvine of Harrisburg, allowing potential or actual victims Air-conditions for Ringling Bros. The conference group picture will to inhale small amounts of, of all Barnum and Bailey circus....A be taken immediately before dinner things, the dust of another material new process for coating tobacco -aluminum! The aluminum dust with wax to destroy harshness and The afternoon will be devoted to forms a coating of aluminum hy- preserve aroma....Father's Day, recreation and swimming at a pool droxide over silica dust particles, June 18.....A crayon which will near Lancaster, with a picnic sup-preventing the poison from entering write indelibly on either hot or per being served at Mount Joy at 6 the tissues. The curative dust is cold metals.....Sale of a new p. m. The evening will be devoted harmless and non irritating, and midget automobile through departto a dance in the high school from tests indicated its effects are per- ment stores, thus reverting to manent. Thus, in this modern world a practise once tried during the

> assistant. The closing meeting will WEDDING—The ingenuity of re- on Treasury refunding plans..... be held in the high school building at which time reports from applications of rubber, sand, sugar cane stalks, asbestos, steel, aluminum, asphalt, gypsum and many of the findings made. The other recovered for the findings made approves bill raising government debt limit to \$45,000,000,000, up five billion... Eastern Railroads to reduce passenger fares this month other resources of farm and mine in move to bolster competitive final meeting of the group will be to the progress of construction techat dinner in the high school at nique, has scored another direct private autos; round-trip coach hit in the battle to put the build- fares Chicago to New York will be ing industry on a more efficient, \$30.90 as against present \$45.38.... Members of the host church and low-cost basis. Out of the lab- World's largest land plane, a Doug-Fellowship serving on the com- oratory has come a wedding of mittees are as follows: Rev. Watts, colored plate glass with concrete general chairman; Mrs. W. J. Watts, to form an integrated load-bearprogram; Richard Dillinger, regis- ing building material. When in- May largest since 1929....Employtration; Robert Buller; hospitality; troduced at a recent convention of ment increase expected for June, Winfield Hendrix, publicity and municipal building inspectors in led by usual seasonal expansion in fellowship; Brammel Tryon, finance; Detroit, this new structural masonry farm work.... Steel ingot produc-Mrs. Thomas J. B. Brown, decora-unit—known as glastone — was tion recovers 2½ points in week... tions; Carl Peifer, properties hailed as one of the outstanding Electric output running 12 percent Charles S. Pennell, president of the developments in its field during above last year.

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



FARM LOPICS

WILDLIFE AIDS IN CHECKING EROSION

Animals Devour or Trample Scanty Pasturage.

about 90, 11 points under the 1939 Supplied by the United States Department of Agriculture.—WNU Service. high of 101 in January. There, briefly, is the picture of how in-One great difference between do-mestic and wild birds and animals dustry has fared during a decade of relative hardship for the whole is the effect they have on the land, country. Whither industry in the particularly on soil erosion. It is common for farmers to pasture next decade is anybody's guess, fields already injured by erosionbut level-headed business leaders, gullied land too rough for machine who have lived through more than tillage or patches where running one depression, are quietly rewater has taken most of the topsoil.

On such land, pasturage is likely assuring on the outlook for toto be scanty. If cattle, sheep or hogs are turned in they usually de-Typical of young industries that vour or trample such vegetation as are going places is plastics, outmay be left, says Dr. Ira N. Gabriout of which for this year is eselson of the bureau of biological imated at \$150,000,00 a four-fold survey. This increases the erosion ncrease since 1935, The rate of Wildlife, in contrast, lives in and

growth of the aviation industry is with the natural vegetation that destonishing. Aircraft exports alone velops in these rough areas not suithis year are expected nearly to able for cropping. Rarely do creaequal the industry's total productures of the wild contribute to eroion of last year. Other industries sion. Rather, they allow vegetation to develop and hold the soil. hat have sprung up largely since 929, and from which much in the Farmers can help, too, says Doctor Gabrielson, by seeding or planting way of employment may be expectquick-growing plants and trees that ed, include the manufacture of are soil binders and also provide treamlined trains and diesel encover and food for game. Catering gines, artificial silk, television and slightly to the feeding and nesting habits of the game will attract birds and animals and increase the game crop which sportsmen will be glad to harvest-and pay for the privilege.

Domestic animals are likely to further destroy land that has been injured by cultivation. The same land devoted to wildlife will be preserved and even improved. contrast often points out the differill requiring identification of ence between good management and poor management of the rougher and less fertile parts of a farm.

Hens Have Colds; Roup

More Severe Infection Much that is called roup is more of the nature of colds and the fowls affected will recover if given clean, dry quarters, free from direct drafts but with ample ventilation. advises an expert in the Rural New-Yorker.

True roup is a more severe infection and it cannot be said that any remedy known to poultrymen is ef-Housing Administration now guar- ficacious to cure it. Any sick birds should be removed from contact with the healthy members of the flock to prevent spread of the infection. A fowl showing roup in at all severe forms is of little or no value, and usually may be disposed an muster, and the length of time of to the advantage of flock and

> It should be borne in mind, how ever, that all colds are not roup and that recoveries from the former under good care may give an unwarranted reputation for value to whatever is used in treatment.

surmountable engineering problem.

THINGS TO WATCH FOR-A not far distant

HEADLINES IN NEW YORK-U. S. bonds again reach new high

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

SALES

Electric and Acetylene WELDING MODERN PORTABLE

R. U. Trimble

PHONE 29R ELIZABETHTOWN

N'T WAIT TOO LONG ING THEM IN City Shoe Repairing Co.

HOW ARE YOUR SHOES:

30 SOUTH QUEEN STATET LANCASTER, PENNA.

FIRE PHONE 186

PHONE 195



PHONE 41-J

BULLETIN WANT

THE-AWFUL PRICE YOU PAY FOR BEING NERVOUS

Any Of The Signs

NOW to get a bottle of this akham's Compound TODAY



NORGE You have not seen the latest in Refrigerators unless you have seen the New C/M Synchronicar Call For a Demonstration. DEPARTMENT



PENNSYLVANIA POWER & LIGHT COMPANY AND YOUR LOCAL REFRIGERATOR RETAILER

"Don't miss the Modern Electrified Farm Exhibit at the World's Fair.

LESTER E. ROBERTS Kelvinator Electric Appliances Phone 41-M and 22-J

dow him and certa

wee.

and

Shel

who clien this

few

He ing o

girl

and

W vacat took you? impo matte did." "The

in yo

discus ing o plasti shape "Have taking "I be there last f Wrste

myra parad haid" profes Kul langua

in the

oodles this re live it

Afte about must haven' girl ya I was once a will th

THE I FROM I be

that m wild or uel, he