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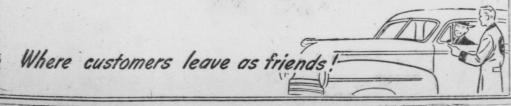
## BETTER SERVICE

HERE'S no "guesswork" when your car rolls into our service department, for every mechanic at the sign of De Soto-Plymouth Service is an expert on your car. Because our men know your car so well, they go straight to the point of trouble. Then, using proper equipment and factory

engineered and inspected parts, they do their work in quick, expert fashion. Their experience means more trouble-free miles for you, so stop in soon.

PPROVED

AMENT'S GARAGE **Delta and Henry Streets** MOUNT JOY, PA. Phone 24-W



\$43,310.

Monday 8:00 p.m. Church council Meeting mastic flooring in the Farm Show prices. Wednesday 7:30 p.m. Prayer Meeting. Bible Study. 8:30 p. m. Senior Choir Practice. Friday

6:45 p.m. Junior Choir Practice The Calvary Bible Church Rev. C. I. Summy, Pastor

Sunday, Aug. 3, 1947 9:30 a.m. Bible School Classes for all ages. 10:30 a.m. Morning Worship Sermon: Blessings of Obedience

7.00 p.m. Prayer-partners fellowship. 7:30 p.m. Evening Worship

Sermon: Victory thru the Blood Wednesday 7:45 p.m. Bible study and prayer

fellowship. Friday

7:30 p.m. The Cloud of Witness- Mrs. H. T. Herr.

Last Lord's Day it was our pri- the memberts of the Lutheran DUCED." vilege to have the Lupold's speak- Church Choir on Tuesday evening ing at both morning and evening at her home. services. Mrs. Lupold spoke at the Mr. and Mrs. Ralph Shultz, of morning service with a challeng- Safe Harbor spent Wednesday vising message to young people par- iting friends in Landisville. ticularly in which she presented the spiritual needs of the young after the offering was taken it wsa

folk in Oklahoma and the need learned that approximately \$180.00 for more consecrated young folk was available in cash. The balance to enter into full time service for we expect to be raised at the the Lord on the Mission Field. The series of services scheduled for burden of the message centered August 5, 6, and 7. around seven qualifications for a August 5, 6, and 7, Home Miss-

Missionary. At the evening service Mr. Lu- polds will be bringing more depold spoke of his work and the tailed messages of their needs. progress made in the erection of the church building. He spoke of the eagerness with which the "Okies" as they are sometimes

called receive the gospel of the Sunday, August 3 Lord Jesus Christ. The building 9:00 a.m. Sunday School lacks at this point, a roof. He told 7:30 p.m. Evening Worship

us that \$300.00 would pretty nearly Thursday purchase the roof. The need was 7:00 p. m. Prayer meeting and C. presented to the congregation and E.

ceived the contract to install red sale market at greatly inflated building at Harrisburg at a cost of

As manufacturers, we try to produce at the lowest possible An intense argument at 2:50 a.m. cost. We cannot set the prices n the Susquehanna Fire Hall at at which our products-trac-Columbia ended in Lester C. tors, motor trucks, farm im-Bachman, 21, shooting and killing plements, refrigeration, and in-Walter R. Hull Jr., 31. dustrial power equipment-are

sold. We can and do suggest LANDISVILLE list prices which the great majority of our dealers adopt as

Miss Irene Kilheifer of Lancaster their retail prices. Junction is spending a few days \$20.000.000 Price Reduction with her grandparents, Mr. and Mrs. Henry Amand. Our basic price policy was

Mr. and Mrs. Eugene Wilson and publicly stated in March, 1947, daughter, Susan Ann spent Sunday when we announced price rewith Mr. and Mrs. Charles Mease ductions at the rate of approxiand family mately \$20,000,000 per vear Mr. and Mrs. Paul Young and son

on our products. At that time, Perry of Philadelphia, spent the ,Fowler McCormick, Chairman week end at the home of Mr. and of the Board, said: "ANY PRICE 2 5 IS TOO HIGH IF IT CAN BE RE-Miss Ruth Hoffman entertained

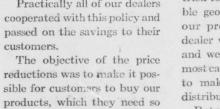
customers.

ions emphasis services. The Lu-

All-Time Peak

Inflated prices are caused by

Practically all of our dealers cooperated with this policy and



products, which they need so badly, at lower prices. Naturally, this purpose is defeated when our products are sold by anybody at inflated prices.

IH Production at

on our payrolls-almost 90,000 in the United States, as against about 60,000 prewar. Large new plants are getting into production in Louisville, Evansville, and Melrose Park. A fourth will soon be in operation in Memphis. The men and women now employed are turning out the greatest quantities of IH products of all kinds that we have ever made. These are also the finest products we have ever made, and recognition of that fact is an important contributing factor

Distribution to Dealers

to the demand for them.

But even record-breaking production is not sufficient to give your dealer-and other IH lealers-enough products to meet today's demand. We have tried to make the fairest possible geographical allocation of our products so that every dealer would get a fair share, and we know that dealers, in most cases, have tried earnestly to make the fairest possible distribution to their customers. But we also know that many of our products-far too many -are being resold at inflated prices. The public criticism and resentment of these resales are of real concern to us, as we know they must be to our dealers, because such reactions en-

Distribution to Customers

Experience shows that many IH new products are being resold by users who decide they can continue to make out with their old equipment after they have had an inflated offer for their new equipment. To eliminate this, many dealers are taking measures to be sure that equipment purchased is for their customers' own use and is not to be resold.

Nearly all IH dealers, we believe, are now using the basis of PRESENT NEED as their primary guide for the sale of scarce products. The customer whose need is real and urgent is not likely to resell.

> What Price Should You Pav?

While it may take a little more time to get delivery, we urge our customers to consider all of the factors mentioned here, before paying more than the list price for any IH product. Any IH dealer or branch can furnish the suggested list price for any IH product.

We know that the overwhelming majority of IH dealers are as much opposed to inflated prices as we are. In the public interest, we have already asked their cooperation -and are now asking the cooperation of customers-in correcting this situation.

Newtown Evangelical U. B. Church Rev. J. E. Earhart, Pastor