

Shows Advertising Need

Dramatic documentation of the retailer's need for maximum frequency of newspaper advertising is provided in the latest of four research projects financed by the Newsprint Information Committee. It is one of the most comprehensive retail studies ever made.

More than 23,000 interviews and reinterviews were conducted by the independent Opinion Research Corporation, retained by the Committee. The Bureau of Advertising, American Newspaper Publishers Association, cooperated.

Patterns were charted on the buying plans, shopping, and actual purchases of the interviewees from one week to the next.

Here are some findings of the research project:

The retail market for any commodity is in constant turnover from week to week. America's tremendous volume of retail sales is generated from a surprisingly small number of real prospects on any given day.

Two kinds of prospects appear. Those with "top-of-the-mind" readiness to buy and a far greater number with "back-of-the-mind" readiness to buy which can be "trig-

gered" by a sudden need or by advertising.

A retailer's advertising plays a key role in getting prospects to convert intended store visits to actual shopping action. In converting planned visits to particular stores into actual visits, the stores which increased their newspaper ad linage from one week to the next scored 12 percent more success than those with the same or less linage.

High frequency of advertising exposure is valuable not so much to build impact by piling message on message but to maximize the probability that the story is being told to those prospects close to a buying decision on each of the days of exposure.

Women who do not buy, for whatever reason, that which is uppermost in their minds one week, are likely to buy something else next week — often in a completely different merchandise category.

Most decisions to buy are made in the week of purchase and not the week before.

Most women planning purchases have a particular store in mind, more so with low-ticket items than with major items.

Two Will Receive Millersville Degrees

Degrees of Bachelor of Science in Education will be granted to two Mount Joy men in Commencement Exercises Friday morning, Aug. 26, at 10 a.m. in Lyte Auditorium by Millersville State college.

The men are Gene H. Newcomer, 115 S. Market street, and David Halbleib, Marietta avenue.

Mr. Newcomer is a fifth grade teacher in the Marietta elementary school.

Mr. Halbleib and his wife the former Sally Wisegarver, are enroute to Honolulu, Hawaii, where Mr. Halbleib has been employed to teach in the schools next year.

Timely Tips for Women

by Doris W. Thomas

Add Hours To Your Flowers

The instant a flower is removed from the plant, it's living on "borrowed time." The following suggestions will help keep flowers fresh, longer.

Use a sharp knife or sharp shears to cut flower stems. Cut either on a slant or straight across. Flowers keep just as well if cut either way.

Wash the container with soap and water before each use. This kills bacteria which could clog the water-conducting tubes of flowers and cause wilting.

Remove any foliage that will be below water. Submerged foliage decays and hasten cut-flower fading.

Put flower in hot water — about bath temperature. Let

water cool naturally. Hot water moves easier and faster in the stem than does cold water. Keep the base of the stem covered. Deep water is not necessary.

After the flowers are in hot water, wrap a piece of paper around them. This reduces water loss. In about 2 hours, the flowers are ready for arranging and will continue to take up water. If a flower wilts, remove it and repeat the treatment.

Fall Fashion Colors Are Spicy, Bright

The textile artist has spattered bright, spicy colors on his fall '66 color palette.

Colors are no longer seasonal. Many of spring's sunny shades and hues are emphasized. This fall, color is as important in fashions as fabric design or texture.

Picture in your mind's eye a blazing fire, and you will recognize the fall reds. Flame is an orange-red ideal for junior fashions. Berry, brick, and embers are other warm shades. Watch for vintage grape. It is an exciting complement to pastels as well as to bright colors.

In the blue family, navy joins marble, which is a new winter white, or camel for a sophisticated touch. Several blues, tinted by lavender, are newcomers, especially in heathers.

Watch for moss green, a good neutralizer for bright shades, and spruce, a majestic blue-green.

The gold-orange family that dominated spring fashions continues on into fall. Barley, nugget, ginger, and brass highlight the gold shades, while carrot, bittersweet, and henna head the orange family.

In neutrals, marble white and camel add a sophisticated touch to bright colors. Beaver and spicy oak are two of nature's shades worth watching. Another leader is chocolate. Also note gray in combination with deep berry red.

Watch For Hidden Leaks In Spending

Money leaks are worth watching. Look for them in the family spending plan. These excess costs may be a reason for failure of a financial plan. They may explain why estimates made for current living expenses and savings are not sufficient to meet family needs and wants.

Look for these hidden costs in the family spending plan. High food bills, particularly large expenditures for meat, ready-prepared foods, and commercial desserts.

Excessive charges for installment purchases and loans. High household operating costs for heat, utilities, and appliances.

High car expenses. This item is now the third largest living expense for many families.

Failure to use moderate-cost ways of buying various types of insurance.

Lack of knowledge of the most profitable savings and investment plans.

Overpayment of income taxes because tax savings are not understood.

Large expenditures for recreation and children's activities.

Overlooking available community resources, such as health services, library, and similar community services.

Attend Curriculum Classes

Seven teachers and administrators from the Donegal School District attended sessions of the Lancaster County Curriculum Workshop, held Aug. 15-19 at the Meadow Hills Dining House Lancaster.

Elementary schools were represented by Mrs. Emma Good, grade 4, Seiler building, and Miss Martha Rainbolt, grade 3, Grandview building. High school was represented by Henry Hackman, science, Mrs. RoAnn Lau, music, and Mrs. Vera Gingrich, English. Administrators attending were Eugene Saylor and John G. Hart.

The major purposes to be served by the curriculum study workshop were as follows: the development of "curriculum study teams" in our school district, to work with the administrator in charge of education in planning for curriculum study projects, in-service programs, and to assist in the development and coordination of county wide programs; to prepare participants to serve

as leaders in kindergarten through grade 12 subject area curriculum study programs; and to help participants to develop preliminary sets of guidelines for each type of curriculum study.

Monday and Tuesday were general sessions. The following topics were presented and discussed: "Central Concerns in Curriculum Development", "How to Evaluate Curriculums", "How to Develop Curriculum Guides," and "How to Organize and Operate a Curriculum Development Program."

The discussions were led by the workshop director, Dr. Don McGarey, Penna. State University professor. Wednesday and Thursday were devoted to subject matter group discussions. Specialists presented recent trends in language arts, science, and fine arts (art and music). Panel discussions were held.

On Friday arrangements were made for the representatives of each school district to get together and formulate plans for district-wide curriculum study. Dr. McGarey brought the workshop to a close with his talk, "Promising Prospects in Curriculum Planning."

Members of the Donegal staff found the workshop experience to be professionally stimulating and worthwhile. Plans have been made to involve all teachers from kindergarten through grade 12 in working together to seek solutions to problems that will bring a closer alignment and a more logical sequence of subject matter at each grade level. By having elementary and secondary teachers working together, a more unified program should develop.

Give Voters Registration Opportunity

For the convenience of voters of this area, a registration committee will be in Mount Joy on Wednesday, Aug. 31, to help all eligible citizens qualify for balloting on Nov. 8, '66.

The registration committee will sit at the J. B. Hostetter and Son Annex, 29 W. Main street, from 12 o'clock noon until 9 p.m. (D.S.T.) to receive applications for registration and to file removal notices for the fall election.

Persons who have changed their names should reregister.

Try Classified for quick results

ate of Donegal high school and is a member of the Mount Joy fire company and the Mount Joy Sportsmen's association. He is employed as a printing press operator.

FASHIONS CHANGE

But The Women -- Never

Plastic dresses and 'Kooky' hairdos notwithstanding, the woman of today is very much like her sister who lived in this hemisphere centuries before Columbus discovered America.

At least that's what physicians concluded who flocked to see an exhibit of pre-Columbian sculpture shown at the recent meeting here of the American College of Obstetricians and Gynecologists.

The clay figures, some of them 4000 years old, tell a vivid story of a people who flourished in Central and South America centuries before the Aztecs, Incas, or Mayans.

According to Dr. Abner I. Weisman, owner of the fabulous collection, who has studied thousands of the figures, in many ways women haven't changed much in 40 centuries.

He says that the little pre-Columbian girl, as girls today, played with toys of all kinds and with dolls. As she grew older, she loved to wear jewelry and pretty clothes.

She matured earlier than girls do today, he said.

The time came, Dr. Weisman pointed out, as it does to all girls, when boys began to be important. "The young woman then, as now, wanted to be attractive to the opposite sex. Many sculptures show women with beautiful, elaborate hairdos, rouged faces,

and adorned with attractive jewelry," the doctor noted.

Fashions in figures changed, then as now. "At times it was fashionable to be big busted," Dr. Weisman observed. "And at other times big derrieres were all the rage." Any woman struggling with the fluctuations of current fashions will be comforted by the thought that styles do, eventually, change.

Pick Fashion Show Models

Mount Joy Joycee-ettes have chosen models to appear which is being held Wednesday, Sept. 7 at 8 p.m. in the auditorium of the Wilbur I. Beahm Junior high school.

They are: Mrs. Samuel Balsbaugh, Mrs. John Wealand, Mrs. Lewis Hart, Mrs. J. E. Nunneville, Mrs. Jay Brandt, and Mrs. Earl Koser.

Mrs. Leo Moore, Mrs. Tom Moran, Mrs. Nancy Brown, Mrs. Wm. Bitzer, Mrs. Gene Newcomer, Mrs. Donald Gible, Mrs. Ronald McClellan, Mrs. Ray Bair, Mrs. Patrick Moran, and Mrs. Wm. Grove.

Modeling children's clothes will be: Bonnie Bitzer, Sherry Good, Diane Yingst, Lesli Michelle Grove, Beth Ann Thorbahn, Ronnie McClellan, Patrick Moran, Tommy Bair, and Brian Newcomer.

Miss Mary Meszaros and Miss Barbara Roberts will model teen clothes.

Fashions for the show are from Watt and Shands.

Besides featuring a wide variety of sizes and styles which will even include maternity clothes, something a little new and different will be shown. Several of the model will wear fashion coordinated eye glass frames from the lines of Dr. John Stauffer, to show that women who year glasses can also look fashionable in the latest styles of clothing.

Prizes which are being donated by local stores and business will be awarded. Refreshments will be served and a mink stole will be awarded. Proceeds from the fashion show will be used toward the many Joycee-ette projects, which are entirely community centered.

Army Reservists At Camp

A pair of Mount Joy residents, Major George H. Keener, of 205 Columbia Ave., and Private Dennis H. Grove of 320 North Market Avenue, currently are engaged in two weeks of annual summer training with the 1185th U. S. Army Staging Station here.

The 1185th is a reserve unit whose specialty is providing a transportation staging operation for military troops en route from one point to another. It is based in Lancaster.

Maj. Keener serves as adjutant of the unit, and oversees the issuing and enforcement of daily orders. He has been with the 1185th since February, 1952. He is a registered representative of Yarnall, Biddle and Company, a member of the New York Stock Exchange, and is engaged in buying and selling securities.

Maj. Keener is a member of the American Legion, the Elks and the Veterans of Foreign Wars, and is a past president of the Rotary Club.

Pvt. Grove is a cook with the 1185th, but is spending the two-week tour in the field with a Regular Army basic training unit, learning skills that will give him the advantage of previous experience when he's called to 6 months of active duty. His training in the field includes instruction in the use of the M-14 semi-automatic rifle, hand-to-hand combat skills, target detection and nighttime tactical operations.

Pvt. Grove is a '62 gradu-

Two Bankers Attend School

Two Mount Joy bankers this week are attending sessions of the 1966 Pennsylvania School of Banking on the campus of Bucknell university, Lewisburg.

They are J. Clair Gible, manager of the Florin branch of the Lancaster County Farmers National bank, and John H. Hoffman Jr., cashier of the Union National Mount Joy bank.

The week-long school provides advanced training in banking and speakers from Pennsylvania and four neighboring states will give lectures on topics ranging from leadership development to loans.