

Three Youths Enlist, Leave For Training

Two West Conshohocken youths and one from this borough have enlisted in the Armed Forces and have been ordered to report for training.

Trio From Boroughs Sign For Terms In Navy, Marine Corps

The most recent of the trio leaving reports is Marine Corps Cadet, son of Mrs. Thomas Smith, of 823 Ford Street, West Conshohocken.

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'Know Your Bank Week' To Coincide With Pennsylvania Week, Horsey Says

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Love To Keep West Borough War Memorial

A movement has been launched to preserve the monument at the west entrance to the Masonford bridge.

Economic Controls of a Strong Nature are Necessary to Channel Materials into the Korean War Effort

Secretary Charles Sawyer in a statement made to a Senate Banking Committee hearing in Washington.

P. O. S. of A. Name Officers

At a joint meeting of Washington Camps No. 121 and No. 18, held Tuesday evening at the P. O. S. of A. Building.

St. Gertrude's Oil Pipe Lines Picnic Planned

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Parish Group Revives Former Annual Event

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Condemn Tract For Silt Basin

In order to carry out its program toward cleaning up the Schuylkill River, the Commonwealth of Pennsylvania was forced to exercise its right of eminent domain.

Sale of Lots Is Proposed

The Supervisors of White Marsh Township have been asked to approve a proposed sale of lots 109 to 119 on Centre Avenue.

White Marsh Board Postpones Decision

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Pet Show Today At Cedar Heights

The Cedar Heights Leeland Park Playground had a watermelon party Friday afternoon.

Water Show At Sherry Lake

An Olympic swimming star and many other luminaries of the aquatic sports world will take part in a water show.

Home Club Meets Today

The West Conshohocken Home Club is meeting this afternoon at 2 o'clock at the adjoining homes of Mrs. Charles Shore and Mrs. George Riser.

Ambulance Drive Extended 2 Weeks

The drive to raise funds for purchase of an ambulance by the George Clay Fire Company has been extended for two weeks.

Held For Court On Check Charge

James Scott, 34, of 128 West First Avenue, Conshohocken, was held under \$500 bail for court at Norristown today on charges of forgery and larceny.

Organize Program At Playgrounds

Donald Kozmick, Director of Recreation for White Marsh Township, announced that a supervised playground program will get under way on Monday at the Miles Park.

Visit From Cousin In First Meeting

When Abraham Corbolotti, 63, of Osage City, Kansas, made good his visit to his cousin, Joseph Donini, 314 Madison Street, Conshohocken.

'A Road By Any Other Name ...'

Yielding to a storm of public pressure from all sides, the Montgomery County Board of Commissioners has prevailed upon the State Highway Department to remove two signs proclaiming Route 66.

Horace Wilmer, Sr. Back In Hospital

Horace Wilmer, Sr., of 1662 Butler Pike, is rapidly improving at Montgomery Hospital, following emergency operation performed Sunday.

Named Chief Operator At Lansdale Exchange

Mrs. Anna M. Connelly, 207 Ford Street, West Conshohocken, has been named night chief operator of the Bell telephone exchange in Lansdale.

Greed And Hoarding Make Sugar Scarce

"One bag to a customer—please." Restrictions on the purchase of sugar are, as yet, informal and polite.

High Mass To Mark Golden Wedding Day

The golden wedding anniversary of one of the best-known couples among Conshohocken's Italian-American residents will be marked Saturday with a solemn high mass of thanksgiving in St. Cosmas and Damian Catholic Church.

Boy Injured At Play

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Hemley Service Station Subject Of Feature Article

Henry Hemley, township commissioner of Plymouth Township, is the subject of a feature article in a recent issue of "Super Service Station."

Much Smoke - Little Fire

Both fire companies were summoned to the Wilcox Street, Fayette Street above First Avenue, Tuesday evening when an oil burner in the basement went out of adjustment.

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PICTORIAL HIGHLIGHTS OF THE WEEK

Airline Beauty



"MISS AIRLINE of 1950" is Margaret Gudmundsdottir, of Reykjavik, Iceland, who won out against fifteen finalists in a decision of London judges. (International)

Scouted Landing



COMMUNIQUEs reveal that a lone American officer, Marine Corps Capt. Vincent J. Robinson, of Arlington, Mass., reconnoitered the Pohang area of South Korea preparatory to the beachhead landing of the First Cavalry and 25th Divisions. The Captain, a veteran of bloody Iwo Jima, is married and has two children. (International)

Spy Suspect's Wife



DENYING that her husband is either a Communist or a traitor, Mrs. Ethel Rosenberg, 34, is sad faced as she meets reporters in her New York apartment. She is the wife of Julius Rosenberg, 32, an engineer, held in \$100,000 bail on charges of wartime espionage. Mrs. Rosenberg is a sister of David Greenglass, also held as a spy. (International)

AS AMPHIBIOUS FORCES HIT THE BEACH IN KOREA



THE FAMOUS MacARTHUR TECHNIQUE of striking the enemy unexpectedly gets its first application in the Korean campaign as U. S. troops pour ashore at Pohang in the first amphibious landing of the war. The reinforcements were immediately dispatched to vital sectors. (Army-Navy Radiophoto from International)

ROCKET FIGHTERS HALT RED TANK ADVANCE



BLASTED BY ROCKET-FIRING PLANES, a big parade of North Korean tanks comes to a sudden halt some two miles north of Chochwon in South Korea. One tank has toppled in the ditch and others have either been disabled or destroyed as they started to rumble southward. (U. S. Army Radiophoto from International)

FIRST DIVISION TROOPS ON WAY TO TAEJON FRONT



FRESH BUT HARDENED by battle experience in World War II, members of the U. S. First Cavalry Division entrain for the Taejon front, where they were rushed to relieve the battered fighters of the 24th Division. Troops of this crack division, which made an amphibious landing in Pohang, have dug in for anticipated North Korean smashes along the American supply line from Pusan. (International Soundphoto)

PREPARING TO BLAST THE ENEMY



HIGH POWERED ROCKETS and 500-pound bombs are loaded aboard a U. S. Navy aircraft as it is readied for a mission against Communist North Korean forces. (Navy Radiophoto from International Soundphoto)

TROOPS PUSH IN FROM BEACHHEAD



AFTER THEIR DRAMATIC amphibious landing at Pohang, on the east Korean coast, troops of the U. S. 1st Cavalry Division were reported pushing on Taejon (1), some 30 miles to the west. It was believed they might join continuous defense lines to the south of hard-pressed Taejon (2). Three troops of the 25th Division, who had previously swarmed ashore, were giving aid to the 24th Division. (Central Press)

STILL HOLD HOPE FOR GENERAL



ANXIOUSLY AWAITING news of Maj. Gen. William Dean, his sister, Mrs. Leonard Vehr Mehr, with her daughters, Judy and Janet (top), look at his picture in their home in Berkeley, Calif. Although officially reported missing, hope was still held that the heroic Commander of the 24th Division might be alive. The last photo of Gen. Dean shows him (bottom, left) with Lt. Gen. Walker. (Telenevis Newsreel from International)

WARNINGS FAIL TO HALT BUY-UPS



DESPITE REPEATED assurance from the Department of Agriculture that the nation's food supply is unusually plentiful, "scare buying" in many items is reported continuing. Here a group of New York housewives scramble for sugar, demand for which has upped about 25 per cent. Many stores have instituted modified rationing plans. (International)

Wounded GI Home



THE FIRST casualty of the Korean war to be returned to the U. S., Private Paul Jackson, 20, of Shelbyville, Mich., lies on a cot at the Fairfield-Suisun Air Base, Calif., after being removed from a medical evacuation plane. He lost a leg from shrapnel wounds. (Army Air Force Photo from International)

SHE'S OFFICIALLY AMERICAN NOW



WITH ALL OFFICIAL red tape finally unsnarled, Margaret Sauter, 3, former German war orphan, is told by Los Angeles Judge Joseph M. Malby that he has put the final seal on her citizenship. The child was adopted by Sgt. and Mrs. Harry Sauter. Since he expects to be called to service, last minute legal steps were necessary. (International Soundphoto)

Rail Union Chief



JAMES P. SHIELDS, Grand Chief Engineer of the Brotherhood of Locomotive Engineers, succeeds Alvanley Johnson who held the post for 25 years. Voting at the Cleveland convention election were 400 delegates. (International)

AS U.S. BOMBS HIT RED-HELD CITY



A DENSE PALL OF SMOKE from burning oil tanks hangs over a Communist-held Korean town after it had been set aflame by U. S. tank artillery and strafing jet fighters. (Army Radiophoto from International)

'Private Line'

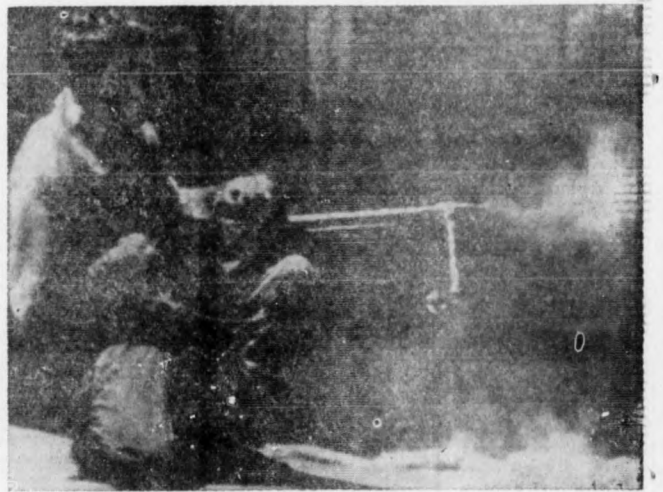


FROM a platoon post back of the lines in South Korea, Lt. William Funchess, Rowesville, S. C., phones a report by field telephone as Sgt. O. J. Mison, Atlanta, Ga., jots notes. (Army Photo from International)

LIFE FLUID FOR WOUNDED SOLDIER



LYING ON A LITTER placed across the seats of a train, an American soldier, wounded in the Taejon fighting, is given blood plasma by Dr. Dominick Chiera, Cohoes, N. Y., Army Medical Corps. (International Exclusive)



IN THE LAST, DESPERATE hours when American troops were withdrawing from burning Taejon, every house became a fortress and fences provided barricades. Dramatizing this last-ditch struggle is this picture showing a U. S. Infantry Soldier taking advantage of an aperture as he turns loose with a Browning automatic during the heavy street fighting. (Army Radiophoto from International)

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Trio From Boroughs Sign For Terms In Navy, Marine Corps

The most recent of the trio leave to report at Marine Corps Recruit Station, located in Room 607, New Customs House, Second and Chestnut streets, Philadelphia.

Ask For Curbs Now

A Conshohocken message salesman is being held in County Prison for contempt of court \$17,500 for allegedly holding \$17,500 belonging to two aged Conshohocken women, Martin P. Finnegan, 54, of 205 Spring Mill Avenue, was taken into custody Tuesday afternoon by Deputy Sheriff Mort Bailey.

ECONOMIC CONTROLS

of a strong nature are necessary to channel materials into the Korean effort according to Commerce Secretary Charles Sawyer in a statement made to a Senate Banking Committee hearing in Washington.

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Donald P. Horsey, president of the First National Bank of Conshohocken, announced the second observance of "Know Your Bank Week," October 16 to October 22, coinciding with the 1950 observance of Pennsylvania Week.

St. Gertrude's Pipe Lines Topic Of Talks

The oil pipeline system connecting this area with various other sections of the country was graphically described by two representatives of the singular Refining Company, Philadelphia branch, at the semi-monthly dinner meeting of the Conshohocken Lions Club.

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Recovering After Mild Polio Attack

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Back From 'Cap'

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Organize Program At Playgrounds

Donald Kozintz, Director of Recreation for White Marsh Township, announced that a supervised play program will get under way on Monday at the Miles Park, Germantown Pike and Joshua Road, and will operate for five or six weeks.

Visit From Cousin In First Meeting

When Abraham Corbiotti, 63, of Osage City, Kansas, made goodbyes to his cousin, Joseph Donnell, 314 Mayfield Street, he was welcomed back to his home, it was with a feeling of fulfillment.

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Stanley Giera To Wed Soon

The marriage of a Conshohocken resident and a Phoenixville young woman will take place in the latter community, August 19.

Friends will be Stanley J. Giera, son of Mr. and Mrs. Stanley J. Giera, 437 New Elm Street, and Miss Helen Mendry, daughter of Mr. and Mrs. William Mendry, Phoenixville. The ceremony will take place in the Sacred Heart Catholic Church. A large reception will be held in the Slovak Home, Phoenixville.

After a honeymoon, the couple will reside in Phoenixville. The bride is a graduate of Spring City High School, and is employed at Apex-Hosley Mills, Roversford. The bridegroom is a graduate of St. Matthew's High School, and is employed at James Lee & Sons, Bridgeport.

Carl Schultz, 1207 East Hector Street, will be groomsmen for his cousin. Others will be Walter Gray, Walter Gray, and Walter Gray, 429 Old Elm Street.

ANNIVERSARY CALENDAR TODAY

Mr. and Mrs. Walter Wondolowski, 418 East Hector Street, 31st wedding anniversary. Mrs. F. B. Wimmer, 307 Moorehead Avenue, West Conshohocken, birthday.

Robert Connelly U. S. Navy, formerly of 207 Ford Street, West Conshohocken, birthday. Butler Pike, birthday.

Mr. and Mrs. Ralph J. Gross, 214 Fayette Street, tenth wedding anniversary. July 28

John Mullen, 108 Josephine Avenue, West Conshohocken, birthday. Mrs. Daniel Matney, 101 Merlon Avenue, West Conshohocken, birthday.

Maryelle Yoho, 245 East Seventh Avenue, birthday. Shirley Louise Reiff, Little's Avenue, Harmonville, birthday.

Mr. James Rogers, Swedeland, birthday. July 29

Ebriidge G. Williams, Sr., of 405 Bullock Avenue, West Conshohocken, birthday. Francis X. Donnelly, 19 Cedar Avenue, West Conshohocken, birthday.

Mr. and Mrs. Julius Pomsion, 1028 Butler Pike, 27th wedding anniversary. Mr. and Mrs. Edward Lawless, Butler Pike, 42d wedding anniversary.

Mr. and Mrs. G. James Baird, one Miss Helen C. Burt, P. N. (this through), Bryn Mawr, 11th wedding anniversary. James Boylan, Eighth Avenue and Maple Street, birthday.

Miss Jane Cummins, 318 East Sixth Avenue, birthday. Charles William Primavera, 76 Fayette Street, fifth birthday. Stephen Sirich, 3d, 812 Maple Street, third birthday.

David Elmo, 201 Maple Street, third birthday. George Murphy, Jr., 371 Spring Mill Avenue, second birthday. Earl Watkins, 11 East Elm Street, birthday.

July 30

Arthur Burke, Jr., 117 West Tenth Avenue, birthday. Mrs. Joseph Frankendorf, R. D. 1, birthday.

Julia Margaret Schaff, 1021 East Elm Street, birthday. Mrs. Elmer Allen, 428 Spring Mill Avenue, birthday.

Alan Thomas Barr, 719 Ford Street, West Conshohocken, birthday. Mr. and Mrs. Charles Moore, 206 West Sixth Avenue, 28th wedding anniversary.

Michael Clark, 913 Fayette Street, third birthday. Ebriidge G. Williams, Jr., 405 Bullock Avenue, West Conshohocken, birthday.

Miss Catherine DeNino, 121 East Third Avenue, birthday. July 31

Mrs. Minnie R. Cox, 1108 Ford Street, West Conshohocken, birthday. Jane Gullon, 409 West Tenth Avenue, birthday.

Ruth Ann Jenkins, 145 East 14th Avenue, birthday. Frank Maszar, Jr., 117 East Tenth Avenue, birthday.

Joanne Gullotta, 308 Old Elm Street, third birthday. Mr. and Mrs. Joseph A. Desimone, one Miss Rose M. Torretta, Norristown, second wedding anniversary. Mr. and Mrs. Florence S. Werklauer (Mrs. Grace E. Lucey), 10 East Hector Street, second wedding anniversary.

Mr. and Mrs. John Hallock Welsh (Mrs. Miss Kathryn Ruth MacFarland), Philadelphia, second wedding anniversary.

SOCIAL NEWS OF THE COMMUNITY "AS THEY PASS" (Tuesday)

MOLLY TELLS One Clover Pays Year's Rent At Girl Scout Camp Kiwanis; News Of Other Camp Parties

Curly-haired Helen Lobb, of Girl Scout Troop 27, Norristown, smilingly placed the mounted clover leaf in the hands of "landlord" Joseph W. Ellis, president of the Norristown Kiwanis Club, Tuesday night, at a gala program at Girl Scout Camp Kiwanis, at Obelisk.

A number of Conshohocken Girl Scouts looked on happily as the Girl Scouts were told, in effect, that "rent was paid up for another year."

By a "contract" entered into a number of years ago, the 99 acre which affords so much fun, happiness and wholesome activities for Girl Scouts of this area every Summer is "rented" to the Girl Scout organization for "one clover-leaf year."

Apparently the generous Kiwanians don't even demand that the clover have four leafy ways.

Speaking of generosity, it was through the efforts of a resident of this community that horseback-riding, one of the regular camp schedule and training in horsemanship placed on the camp curriculum.

Mrs. Ralph Woerner, Girl Scout neighborhood chairman in this area and public relations counselor, has supplied two of the three horses from her Miquon ranch.

Among the group which registered there for a recent stay were Judy Loper, Betty Lou McFarland, Dorothy Raim, Mary Lou Harvey, Lois and Nancy Graham, Marlene Fabrice, Mairi Koldys, Mary Sally Patricia Kelly, Gertrude McCarty, Charlotte Stempie, Nancy Lick, and Marie Morrison, Patricia Russell, and Louise Maguire, of Miloune Judith Wood, of Norristown, a granddaughter of the "Jini Wood" who is spending the entire summer here at Bill Early's Camp at Gilford.

This is the camp which is the frequent chairman assistant, in the summer, of the camp, attending the "rest" party Tuesday.

A news release about the camp, sent out recently by Mrs. Rollins, reports in part:

"The Camp is operated by the Central Montgomery County Girl Scout Council in Obelisk, Pennsylvania, and is under the able direction of Miss Julia E. Landis, of Ambler, assisted by Miss Leona J. Dingler, of Overbrook, and a fine staff of counselors. The health of the camp is being supervised by the camp nurse, Mrs. Sara H. Peck, of Upper Darby. Mrs. Giles P. Miller is the camp dietitian, actively assisted by Miss Mary Ann Camp Cook, Mrs. Elizabeth B. Mooney, Conshohocken, assisted by Leona Schmidt, Maria Johnson, Barbara Ann McGuire, and Anne H. Rogers.

"A nature scavenger hunt proved a huge success and had the girls on their toes, entering many interesting things about nature, while having lots of fun. Even rain didn't daunt the enthusiasm of the girls, and the hunt went on with a vengeance. A cook-out with intriguing items on the menu such as 'Pot of Gold,' etc., were enjoyed by all on a hike to the swimming bridge. Spatter prints of leaves in handkerchiefs proved another source of information on nature.

"A pajama party was a big feature followed by a unit camp fire. Also featured were a hike and a scavenger hunt with a cook-out Saturday. Forest Hills unit featured a luncheon cook-out, using aluminum foil instead of cooking utensils; no dishes to wash and loads of fun. The girls also had an over night hike, with supper and breakfast. A jungle breakfast was featured, where each one picked her breakfast of the forest. Refreshments in the direction of Miss Mabel B. Diller, of Ambler.

"A highlight for all the units in the week's activities was the first presentation of the 'White Gypsy' by Troop 27, of Norristown, under the able direction of Mrs. Elizabeth W. G. Glass and Miss Sally Greger. The leader of the Troop is Mrs. Emma Jensen, of Norristown. This was the first time they were employed and appreciated by the Campers.

"The swimming is being directed by Miss Pauline Mathers, of Glenview. This makes fine advancement in their ability to swim and dive. This is a very popular pastime these hot days. All campers take part in the craft program, the girls are always eager to take home samples of their handwork. The climax of the week's program was a Camp carnival Saturday night, with the girls becoming gypsy fortune tellers, and taking part of other interesting features.

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SOCIAL NEWS OF THE COMMUNITY "MOLLY MATSON" (Thursday)

A. L. Auxiliary Holds Benefit Favorite card games featured the benefit card party held yesterday afternoon at the American Legion Home, Second Avenue and Forrest Street by the American Legion Auxiliary.

Proceeds will aid the general fund. Mrs. David Allan, of 401 East 15th Avenue, was general chairman, aided by Mrs. Daniel Hillner, Mrs. Joseph Shaffer, Mrs. Joseph Beaver, and Mrs. Vernon Wynne. Mrs. Brown, Mrs. Thomas Matthews, Marlon Dodsworth, Anna Kresak, Mrs. N. E. Linsley, Mrs. Alma Hawk, Mrs. Laura Shade, Mrs. Clarence Sister, Jr., Mrs. Walter Houck, Mrs. Anna M. Hendricks, Mrs. Anne G. Hall, Anne Sear, Mrs. Alva N. Wynne, Mrs. Ora Beaver, Miss Ettinger.

Mary Moore, Jane Allan, Mrs. Becker, Mrs. William E. Moore, Mrs. Marion Deever, Mrs. Howard C. Koch, Doris Herron, Mrs. George Ewing, Mrs. Doris Williams, Alice Bate, Mrs. Doris Shepard, Mary Richter, Mrs. Cecelia Russell, Mrs. Joseph Schaffer.

Second Birthday Party The second birthday anniversary of Carol Ann Lawler, daughter of Mr. and Mrs. John Lawler, Norristown, former local resident, was marked by a children's party Tuesday night at her home, Mrs. Joseph T. Lawler and Misses Dorothy and Catherine Lawler, 144 West Sixth Avenue, were guests, in addition to the children.

Victory Jory At New Hope Victory Jory, star of stage, screen, radio and television and skillful magician, will be introduced to Bucks County Playhouse audiences as the leading character in 'The Spider', famous American comedy which Jerome Krammer will present next week, beginning Monday.

'The Spider', written by Fulton Oursler and the late Lowell Brentano, is a laugh-packed comedy with a melodramatic flavor. It starts out with Monsieur Chatrand, a vaudeville headliner, giving a magic show in a theatre. During his act a shag rug lies in the auditorium and bedlam breaks loose when the police discover a murder has been committed. Neither performer nor audience are permitted to leave the theatre while the constabulary search for the murderer. Besides the thrilling excitement and the comic situations, the play includes many acts of convincing magic.

Victory Jory was co-starred with Maurice Evans this past season on Broadway, in George Bernard Shaw's 'The Devil's Disciple'. He has also starred in 'What Every Woman Knows', 'The Two Mrs. Carrills', 'Perfect Marriage' and many other hit shows. Some of the more than one hundred films in which he has acted in 'Gone With the Wind', 'Post Road', starring ZaSu Pitts, continues at the Bucks County Playhouse through the matinee and evening performances on Saturday, July 29.

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PERSONALS

Mr. and Mrs. C. Rush Barr, Jr., 206 East 15th Avenue, are spending this week in Atlantic City. Mr. and Mrs. Oscar Freas, Sr., 151 West 11th Avenue, have returned from a week's stay in Surf City, N. J.

John Kane, manager of the A & P Store, will begin two weeks' vacation from his duties on Monday. He will spend the time at the seashore.

Miss Sarah Hickey, 135 West Fourth Avenue, on vacation from Lee Rubber & Tire Corporation offices, is in Boston, Mass. with friends.

Mr. and Mrs. George P. Prostack, 219 West 11th Avenue, are spending this week at Skytop, in the Poconos. Mr. Prostack is on vacation from Grater-Body Company, Norristown.

George Gunning, East Hector Street, will begin a two-week vacation from the Conshohocken Federal Savings & Loan Association office on Monday.

Mr. and Mrs. Henry E. Rollins, Jr., and family, 1013 Fayette Street, were guests Tuesday at the Summer home of Mr. and Mrs. Walter W. Eisenberg, former residents, in Cape May, N. J.

Mr. and Mrs. Ray L. Fiero, 232 West 11th Avenue, have returned from a motor trip to Chicago, where they attended the Lions International convention. They were registered at the Palmer House.

Miss Agnes M. Hickey, 135 West Fourth Avenue, is on a two-week trip to St. Anne DeBeauregard and other Canadian points, making the trip there by air. Miss Hickey is on vacation from the Gulf Refining Company offices, Philadelphia.

Mrs. Walter Ciesielski and daughters, Connie, Natalie and Phyllis, accompanied by another daughter, Mrs. John Huber and the latter's infant daughter, Christine, of Mount Airy, are occupying a cottage at Ventnor, N. J., for the Summer.

Avoid sprinkling rayon whenever possible. Instead, iron your rayons as soon as they've dried to the right degree of dampness. You'll then have perfect distribution of moisture which is all but impossible with sprinkling.

Rug & Upholstery Cleaning CLAIR L. PEIFER 142 E. 14th Ave. Consho. 1778

Club Holds Two Events Two events were held last weekend by a club young women from this area, comprising members and wives of members of the class of '40 of St. Matthew's High School.

Present in addition to Mrs. Edman and Mrs. Collins were Mrs. Edward O'Donnell, Mrs. Joseph Del Buono, Mrs. Leo Burt, Jr., Mrs. John Teters, Mrs. Edward Gillespie, this borough; Mrs. John Webb of Lafayette Hill, Mrs. Joseph Butler, Norristown; Miss Dorothy Hurler, of Bethlehem; Mrs. Moyer Hurler, of Yellow Springs, Ohio, who is visiting at the home of her parents, Mr. and Mrs. Michael Ochnich, 309 Spring Mill Avenue. She was a member of the class.

Trip To Wildwood St. Clare's Society, Group 161, of St. Mary's Catholic Church, will make a one-day trip to Wildwood, N. J., on August 20, open to members and friends. Reservations are requested as soon as possible, to be made with Mrs. Kathryn Fronczak or Miss Josephine Milewicz.

S. S. Class Picnic The Methodist Sunday School Class, taught by Mrs. Robert L. Ellum, 219 East Eighth Avenue, held an informal picnic all day yesterday at Montgomery County Park. Basket lunch was enjoyed in a picnic grove. Included in the group, in addition to Mrs. Ellum, were Misses Shirley Diem, June Bligs, Marvella Toney, Joyce Rutter, and Dorothy Woodward.

Visiting Ocean City Mrs. Roy Ellum, 1022 Fayette Street, and Mrs. Harry W. Tyson, 221 West 11th Avenue, accompanied by Mrs. Mary Cutler, of Jeffersonville, formerly of Gulph Mills, and Mrs. Marion A. Wertz, of Philadelphia, former West Conshohocken resident, are spending this week in Ocean City, N. J.

To Stay At Stone Harbor Mr. and Mrs. Anthony Talone, and Miss Anita Talone, 136 West 11th Avenue, Dr. and Mrs. Ernest Talone and sons, Ernest and Anthony, of Norristown, and Barbara Ann Talone, 524 East Tenth Avenue, will leave Sunday for Stone Harbor, N. J., where they will occupy a cottage for a week.

Mark 31st Anniversary A family dinner at their home tonight, will mark the 31st wedding anniversary of Mr. and Mrs. Walter Wondolowski, 418 East Hector Street.

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Whitemarsh Township

MRS. CHARLES RAU
Correspondent
20 South Warner Road
Country Acres
Phone: Consho. 2442-M

Mr. and Mrs. William Hargadon, of 66 Warner Road, Country Acres, entertained at a house warming in their new home last Saturday evening. The guests were Mr. and Mrs. Gallagher, Mr. and Mrs. Edward Dowling, Mr. and Mrs. Vincent Scarpello, of Country Acres, Mr. and Mrs. Boyle, Mr. and Mrs. Melody, Mr. Leaning, Mr. and Mrs. Logan, Mr. and Mrs. Waytrel, Mr. and Mrs. McKnight, Mr. Horgan, of Philadelphia, and Miss Ann Joim of Ambler. A buffet supper was served.

James Houghton, 55 Warner Road, Country Acres, returned from Chestnut Hill Hospital where he was a surgical patient.

Mr. and Mrs. Vincent Scarpello, 81 Warner Road, Country Acres, entertained Mr. and Mrs. William Hargadon at dinner on Wednesday evening.

Michael Andre, son of Mr. and Mrs. Edward Andre, 69 Center Avenue, Lafayette Hill, had a fall yesterday morning and was taken to Chestnut Hill Hospital for examination.

Mr. and Mrs. Larry Feinstein of Philadelphia are receiving congratulations on the birth of a son, Stewart Eric, on Saturday. Mrs. Feinstein is the former Mrs. Warrick of Germantown Pike and Chestnut Street.

The Church Council of St. Peter's Lutheran Church will meet in the Church Office Tuesday at 8:30 p. m. The Ladies Guild of St. Peter's Lutheran Church will meet in the Church Tuesday at 8 p. m. Mrs. Harry Dager will preside.

Mrs. C. Melbourne Browning, Mrs. Jack Guldin, and Mrs. F. Oliver Keeb, Jr., all of Lafayette Hill, gave a surprise picnic on Tuesday for Mrs. George Ambler in honor of her birthday on Sunday.

The Ladies Auxiliary of Barren Hill Fire Company left the firehouse this morning at 10 o'clock by chartered bus for their annual trip to Atlantic City. Reservations have been made at the Byron Hotel for the day, including dinner. They will leave Atlantic City at 10 p. m. for the return trip.

Those making the trip are Mrs. Ruth Betner, Mrs. Rose Hill, Mrs. Elmer Sague, Mrs. Charles Roth, Mrs. Hausman, Mrs. William Sneaten, Mrs. George Fink, Mrs. Edgar Mitchell, Mrs. Lester Haines, Miss

Death Notice

WILCOX-In Cedar Heights, on July 25, EDNA ANNA FORCE WILCOX, wife of the late W. H. Wilcox, died at 11 a. m. in the Cedar Heights Community Church. Friends may call at the Ardel Funeral Home, 300 Fayette Street, Conshohocken, Friday evening, after 7 o'clock. Interment, Forest Hills Cemetery.

An Obituary

SWANSON-In loving memory of my dear mother, Sally Swanson, who passed away July 31, 1943. The flowers we place upon your grave may wither and decay, but my love for you who lies beneath will never fade away. Sadly missed by daughter Florence.

SWANSON-In loving remembrance of my wife and our mother, Sally Swanson, who passed away July 31, 1943. Remembrance is a golden chain. Death tries to break but all in vain. To have to love and then to part, the greatest sorrow of one's heart. The years may wipe out many things, but this they wipe out never: The memory of those happy days, when we were all together. Sadly missed by husband and children.

Card of Thanks

The family of the late John J. Bertman wish to sincerely thank all those whose kindness and sympathy was expressed during their recent bereavement.

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The Barren Hill Girl Scouts have been asked by the principal of the Edgemoor High School to stage a marionette show for the regular Thursday Assembly on November 2nd. Previously, Mrs. Hollins had explained the marionettes to the student group. Girls of both Scout groups will work together to produce "Snow White".

Mrs. Deborah S. Coody, mother of Richard G. Keane, Sr., of Germantown Pike, Barren Hill, who has been confined to bed the past two weeks, was visited by her former pastor, Rev. Harry K. Heebner of the First Schwenkfelder Church of Philadelphia. Mrs. Coody is the oldest member of St. Peter's Lutheran Church; she is looking forward to her 97th birthday on August 12.

Mr. and Mrs. George Ambler and their family, 19 Gillingier Road, Lafayette Hill, spent the weekend in Ocean City, N. J., visiting Mr. and Mrs. George Albert Ambler.

Mid-Summer communion will be observed Sunday, at both the 8:14 and 11 o'clock services at St. Peter's Lutheran Church. Any member of a Christian church is invited to attend and take part.

Mrs. Francis Entenman, Joshua Road, Marble Hill, entertained at a stork shower in honor of Mrs. Gerald Collins of Norristown. The stork guests who attended had a swifter road on the lawn.

Mr. and Mrs. Charles Thurston of 122 Mathers Mill Road, Whitemarsh Hill, have as their guests for the week, Mrs. Laura Menzies and daughter Lauretta of Camden.

Arthur Garman, son of Rev. and Mrs. Garman of Cedar Heights, will spend part of his vacation at the seashore this week.

Philip Feberdy, son of Mr. and Mrs. Charles Feberdy, Rebel Island, Whitemarsh Hills, injured his hip in a fall. He was taken to Chestnut Hill Hospital for treatment.

Mr. and Mrs. James Chandler, 86 Retzel Road, Whitemarsh Hills, are entertaining Mr. and Mrs. Everett Wilder and Richard Wilder of Keene, N. H.

Mr. Wayne Earl and son Harry, Ridge Pike above Chestnut Street, Lafayette Hill, are leaving Saturday for a two-week vacation in Ocean City, N. J. Mr. Earl plans to vacation with them over the weekends.

Mr. Lloyd Withrow, 216 Barren Hill Road, Spring Hill, returned from his vacation in Rockbridge Baths, Va., where he visited Mr. and Mrs. B. Y. Fretwell. While in the south, he visited also Mr. and Mrs. Heubert E. Cox in Covington, and Sandy Withrow in Waynesboro.

Mr. and Mrs. George Hansberry and their sons, George, Jr., and Donald have returned from Waynesburg, where they visited their son, Frederick who was injured in a motorcycle accident on July 6. He is in the Ger. County Hospital, where his condition is reported very much improved. It will be necessary, however, for him to remain there in the hospital for at least a month more. The Hansberrys hope to be able then to bring him to a Norristown hospital for convalescence. Miss Betty Organti, his fiancée, who was also injured in the accident, returned with his parents. She hopes to be able to graduate with her class from the Montgomery County Hospital this Fall.

ANNIVERSARIES

Today

Mr. and Mrs. Alban Kenneth Swanson, 55 Gillingier Road, Lafayette Hill, fourth wedding anniversary.

Albert E. Gally, Jr., 11 Center Avenue, Marble Hill, birthday.

Robert A. Young, 5 Center Avenue, Lafayette Hill, birthday.

July 28

Harold Buchanan, Germantown Pike near Church Road, Barren Hill, birthday.

July 29

Mr. and Mrs. John T. Hansell, Germantown Pike above Chestnut Street, 19th wedding anniversary.

John Hennessey, 14 Center Avenue, Marble Hill, birthday.

Kenneth Alan Mattie, 8 Gillingier Road, Lafayette Hills, fourth birthday.

July 30

Mr. and Mrs. John J. Guinan,

CEDAR HEIGHTS ANNIVERSARIES

George Isaacson, Roberts Avenue, Cedar Heights, 13th birthday.

Charles Kenzie, Cedar Heights, sixth birthday.

Harold Greenbaum, son of Mr. and Mrs. Max Greenbaum, Long Hill Road, Spring Hill, birthday.

July 28

Mr. and Mrs. John Montgomery, 77 North Whitehill Road, Jeffersonville, formerly of Cedar Heights, wedding anniversary.

July 30

Virginia Cresaban, Summit Avenue, Cedar Heights, birthday.

July 31

Miss Marion Fisher, Spring Mill, birthday.

Elwood F. Heller, Jr., 282 Barren Hill Road, Spring Mill, birthday.

Club Scout Pack 107 Has Annual Picnic

Cub Scouts of Pack 107, Barren Hill, under the leadership of Edward Andre, held their annual family picnic Saturday afternoon at the Joseph J. Keane Playground. About seventy cubs and their families attended the event from 2 p. m. until dark. In preparation for the picnic, some cubs had camped out in tents, sleeping on cots under blankets Friday night. They were Kenny Rush, Robin Cawley, Richard Eversley, Johnny Costello, Francis Hennessey, and Billy Kull, accompanied by Mr. Andre.

Charles Rau, Stanley Leighton, and Richard Landry moved chairs and tables from the Barren Hill Fire House Saturday morning, with the cubs assisting them. About 2:30 p. m. the picnic began to arrive, and the campers' tents were set up. The campers' tents were set up in the playground. For those changing at the playground, the campers' tents were set up in the playground. The campers' tents were set up in the playground.

After supper, while the youngsters enjoyed the newly-installed playground equipment, their parents played volley ball, the women's team against the men's. Those taking part were Mrs. George Payne, Mrs. Joseph Schimpf, Mrs. Robert Cawley, Mrs. Kull, and Mrs. Charles Rau, and Ed Andre, George Kilpatrick, Joseph Schimpf, Charles Rau, Stanley Leighton and John Lambert. The women's team was victor.

After dark, some of the cubs, dressed and painted as Indians, danced around a campfire to the rhythm of a tom-tom. They were John Costello, Robin Cawley, Francis Hennessey, Richard Byerley, Kenny Rush, and Billy Kull. As they danced, Robin Cawley lit the fire and the ceremony began. Mr. Andre invested Johnny Titus, Carl Hungate and Joseph Atkinson, Tommy Hollis, also slated to join, were confined to his home by illness. He will be invested at a later date.

Music was furnished by a quartet including Ed Andre, Charles Rau, John Costello, Edward Schenkel and Blackburn who sang a few old numbers.

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Teacher Resigns In Upper Merion

Miss Aileen Cottingham, of 4526 Regent Street, Philadelphia, a member of the Upper Merion High School faculty for the past seven years, has resigned to accept a position on the Upper Darby teaching staff.

Resignation of Miss Cottingham was submitted at the office of Superintendent Dr. Warren H. Cocklin. She served as a history

teacher. She is a graduate of State Teachers' College at West Chester. Miss Cottingham was also faculty sponsor of the National Honor Society, Junior Red Cross, the school store, and the Halfour award presented in Junior High School. She served as an officer in the Women's Faculty Association.

Miss Cottingham is an active member of the Pennsylvania State Educational Association, representing the school twice in the House of Delegates of the PSEA in Harrisburg. She also is a life member of the National Educational Association.

Grease spots can be removed from white and fast-color materials by saturating the spots with benzene, placing a blotter on both sides of the material, and applying a hot iron to the upper surface for several minutes.

quantity per sale. Where one purchase was made of the family sugar per week, three or four other members now come to the store and make a similar purchase, thus greatly increasing the amount channeled to that family in the same period.

No formal sales restrictions have been placed by any of the firms on their individual stores. The customer-distribution is left entirely to the discretion of managers.

"We have appealed to the sense of honor, patriotism, and cooperation of our customers, to hold their sugar-buying to their usual normal needs. In this way no one will be deprived of it, and there will be no shortage. We want none of the 'under-counter' distribution of World War II, and hope that none will be asked or expected. There will be a fair share of sugar for everyone—if everyone is fair about it, themselves," one market manager said.

One of the two market managers said that sugar has moved so fast in the last few weeks that it is "scarcely worth putting it on the shelves, it sells right off the store. Virtually the same condition existed at the Acme Market, at First Avenue and Fayette Street.

"SUGAR REFINERIES IN THE PHILADELPHIA AREA ARE WORKING ON 8-HOUR SHIFTS, WHICH IS ABOVE NORMAL," ONE OF THE MARKET MANAGERS SAID. "THERE IS MORE SUGAR THAN EVER COMING INTO THE COUNTRY, ALL SHIPPING LANES ALONG OUR COAST ARE OPEN, THERE IS NO REASON THERE SHOULD BE ANY SUGAR SHORTAGE WHATSOEVER EXCEPT THAT SOME PEOPLE ARE TAKING MORE THAN THEIR SHARE, AND ARE CREATING AN ARTIFICIAL DEMAND WHICH THE REFINERIES CANNOT KEEP UP WITH. THEY ARE A MONTH BEHIND THE CURRENT STEPPED-UP DEMAND."

Both managers described the present "run" on this vital staple of everyday living as increased volume in the number of sales, rather than an increase in the

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Greed And Hoarding

(Continued From Page One)

week's delivery, in normal quantity was completely exhausted in four days. Since Monday noon, the shelves have been bare, although delivery was expected at any time. Virtually the same condition existed at the Acme Market, at First Avenue and Fayette Street.

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by

The Great Atlantic & Pacific Tea Company

- We will resist all unwarranted price rises with all our might.
- We will make every effort to hold our inventories at the lowest point consistent with good service to our customers, because hoarding, whether by wholesalers, retailers or consumers, will cause higher prices.
- We will continue to maintain the lowest profit rate generally prevailing in the entire retail industry. Our net profit now is less than one cent on each dollar of sales.
- We will continue to strive for more efficient distribution.
- We will fight waste of food, or time, or money all along the line so as to narrow the spread between wholesale and retail prices.
- We will devote all our energies to giving you the most good food for your money every day of the week.
- We will strive always to do what is honest, fair, sincere and in the best interest of our country and our customers.

As most of you know, this company and the low cost, low profit policies that built it are under attack.

We are defending ourselves against a suit brought by the anti-trust lawyers to put A&P out of business.

But the greater conflict in which our country is now engaged takes precedence over all else.

Today, with our boys fighting in Korea, we believe that all citizens and all businesses, big and little, should devote themselves wholeheartedly to the public interest.

We promise the American people that we will cooperate unhesitatingly with our national government in the present crisis.

We promise you that we will continue to do everything in our power to put more buying power in your food dollar and more good food on your dinner table.

John A. Hartford
John A. Hartford, Chairman

The Conshohocken Recorder

Published every Tuesday and Thursday at 100 W. Hector St., Conshohocken, Pa., by Recorder Publishing Company...

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... Can Rationing Be Far Behind?

Human nature is a curious thing. More often than we realize, we bring upon ourselves the very hardship which we try to avoid...

Right here in Conshohocken (and we are no different from people in Philadelphia or Chicago or San Francisco) sugar has become so scarce as to be an "under-the-counter" item in some instances.

What is the cause of this sudden acute shortage of sugar? The answer is one to make us blush with shame. The one and only cause is that someone, unfortunately, associated current headlines with memories of sugar shortages during previous conflicts...

Why must we indulge in such unseemly antics? Don't we realize that conduct of this sort plainly right into the hands of those who would like to see us reduced to a state of civilian confusion...

This is something for each one of us to settle with his or her own conscience. We know in our hearts whether we are buying normally or under the influence of "scarcity panic" here in Conshohocken...

Justice Is Even-Handed

It is basic in our law (the so-called English common law) that "the courts are open to all." That means in plain language that everyone has an equal right to ask the courts at any time for protection of his legal rights...

That, however, seems not to be the position taken by some persons in judicial office. It was reported last evening that a Philadelphia judge had deliberately ordered one particular divorce case kept off the public records of his court.

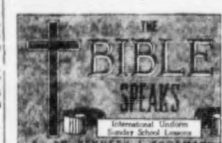
It is important to understand that this is a very different matter from "impounding" — withholding from all except those directly concerned — the record of proceedings in a divorce case.

The answer given by the judge when he was questioned about the matter yesterday is even more startling than his original action. As reported in the metropolitan press, he sought to defend what he had done by stating that the parties were "of great prominence" and that the divorce proceeding was nobody's business but theirs.

In the first place, concealing the fact that a divorce has been started involves a matter of policy, to be settled either by the legislature or by the courts of each county — certainly not by a single judge acting secretly and without either consent or knowledge of his fellow-judges.

There is not anywhere in our law, never has been, and we hope will all our heart never will be, any ground for

different treatment by the courts according to a man's race, religion, social position, or wealth. A judge should be the last person in the world to forget that basic principle of our law.



SCRIPTURE: II Samuel 5:1-5; 6:7; 9:12. Psalms 24:1. DEVIETY: I. READING: I. Chronicles 29:10-15.

Great Man's Faith

Lesson for July 30, 1950

NO MAN is too busy to serve God. He may think he is, but the excuse will not stand. There are too many busy men who do serve God.

Public Religion THE first thing he did as king was to conquer the "unconquerable" city of Jerusalem, which had been in enemy hands for hundreds of years.

Private Religion DAVID knew, as some of his successors did not, that public worship is not the whole of religion. His personal relationships were controlled by his religious faith.

The Inner Life WELL, religion has its outside but it also has its inside. Public worship and loving your neighbors are not the root of religion but its fruit.

Those stirring words of the Twenty-Third Psalm: He maketh me to lie down in green pastures... He leadeth me beside the still waters...

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CROSSWORD

Answers to Tuesday's Puzzle H I C C U P A T I N E R A K E R U N E H O N E A N I G H T B O A T H O N O S P L A S N E E D S A L T P E A R L S U E R V E R O B T U N E A R K E O O M E R E P A R A T E Y E F A N A S T I C S A B L E S T T O R I A S O P A E T O L E O C O F E N R A N W E R N U R S E R K A S S E S

Church News

The Presbyterian Church William H. Mosney, minister 9:15 a. m. Sunday school, Edgar Rogers, superintendent, 10:30. Morning worship, subject: "The Magnetic Power of Jesus," with Dr. Frank D. McCoy, guest preacher; 7:30 p. m., outdoor union service at Mary H. Wood Park.

Cold Point Baptist Church Rev. Samuel S. Cuthbert, Pastor 9:45 a. m. Church school, Thomas Gray, superintendent, 11:00. Morning worship, topic: "Guaranteed security," Thursday, 8 p. m., Trustees meeting.

Plymouth Center Union Church Rev. John Fry, Pastor 10 a. m. Sunday school, Mrs. Vera Howe, superintendent, 11. Worship service—Memorial, "Am the Resurrection"—John 11:25.

Plymouth Meeting Friends 10:15 a. m. Meeting for worship, 11:45. First Day.

St. Peter's Lutheran Church Rev. Harold Doebler, Pastor 9:45 Sunday school, 9:45, Junior church, 11:00. Morning worship, mid-Summer communion at both services.

Spring Hill Baptist Church Rev. Lloyd Barker, Pastor 10:00 a. m. Sunday school, 11:00. Morning service; 7:45 p. m., evening service.

Cedar Heights Community Church Rev. William E. Garmah, Pastor 10:00 a. m. Sunday school, 11:00. Morning worship.

Mark Fifty Years Of Marriage



MR. AND MRS. NICHOLAS R. VISHIO

Golden Wedding

Andrew, of Norristown, and Fred, of Philadelphia. The daughters are Della, wife of Felix Iohannese, Mrs. Anna Cameron, and Marie, wife of William Krippl.

NATIVE OF ALBANIA A native of Formosa, Albania, Mr. Vishio was born in Philadelphia, July 15, 1885, and has resided in Conshohocken since 1927.

CHILDREN The celebrants have five sons and four daughters, and eighteen grandchildren. The sons are Albert, Francis, and John, of this

Weekly Sermonette

"Not In My Territory" By Rev. JAMES KELLER Released by St. Paul's Information Service, Washington 17, D. C.

A suburban local was stalled by a blizzard one winter's night, and so deep was the snow that its passengers were unable to leave the car.

It's easy to live exclusively to one's self, to be interested only in one's own advantage, to say "Am I my brother's keeper?"

Every single one of us has played some part in the moral bankruptcy of the modern world—most frequently by what we are NOT doing for the common good of all.

There is still time. If enough persons with sound values go into the thick of things and strive to restore the peace of Christ and His wisdom to mankind, we may yet rescue our civilization from destruction.

When brown leather shoes are stained from walking along the beach, rub with a mixture of milk and soda. Dissolve a large piece of washing soda in one cup of hot milk and rub this solution well into the leather.

Vic Vet says ONLY VETERANS WITH SERVICE-CONNECTED DISABILITIES MAY BE TREATED BY PRIVATE DOCTORS AT GOVERNMENT EXPENSE... AND THEN ONLY WITH VA'S PRIOR APPROVAL

Summit Hill Marble & Granite Co. Summit Hill, Pa. proudly announces the selection of Emerick J. Michalik as our District Manager for Montgomery County.

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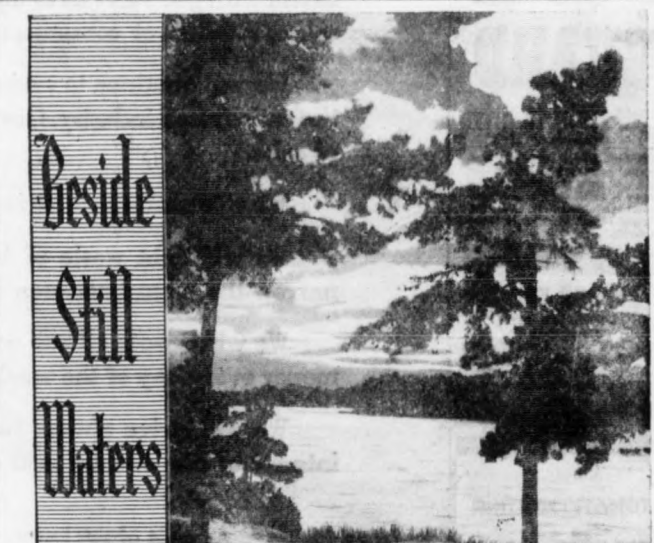
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Beside Still Waters

THE CHURCH FOR ALL... ALL FOR THE CHURCH The Church is the greatest factor on earth for the building of character and good citizenship.

Thoughtfully, our forefathers taught us to spend part of each day in spiritual pursuits. Wisely, they set aside one day of the week for worship.

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C. B. C. Defeats Lannutti Post

Conshohocken Boice Club, defeating Lannutti Post 5-1 Monday night on Ross, Memorial Field, took undisputed possession of first place in the Civic Softball League. The defeat tumbled the ex-servicemen into second place. Lannutti Post, the mound for C. B. C. He allowed his opponents only five scattered hits and had them shut out going into the final inning. The only extra base blow registered by the Postmen was a double by Pitzer Boscarin, which allowed only seven hits. He, however, gave up five bases on balls, which helped in his downfall. C. B. C. got one run in the first inning from three on hits. A run crossed the plate until the fifth, when the Boice Boys scored twice and added another park to their total in the sixth. Lannutti Post 0 0 0 0 0 1-1 C. B. C. 1 0 0 2 2 x-5

MT. CARMEL WINS
Mt. Carmel remained in the thick of the fight by defeating the Eagles 6-0 in the Sutcliffe Park diamond. The Mounties took a 4-1 lead in the first frame. The Birds came within one run of tying the count when they scored twice in the third inning but that was the end of their run making their total in the sixth. Mt. Carmel 6 0 0 0 0 0-0

Walker Brothers Win, Take Second Place

Behind the five-hit hurling of Johnny Milewski, Walker Brothers defeated Lee Tire 7-2 in an Industrial League game Wednesday evening at the Community Stadium. The victory gives Walker undisputed possession of first place and top place in the championship league. Walker Brothers took a 1-0 lead in the second inning and were never headed. They clinched the decision in the third frame when they pushed three more runs across the plate. Lee Tire was the recipient in all save the fifth inning. Coder was on the mound for the Tire Makers and was nipped for 10 hits, including home runs by F. Tabor and F. Tabor and a double by Mellon. Hylinski got the only extra-base blow for Walker, a double. Walker Brothers 0 1 3 0 2 1 0-7 Lee Tire 0 0 0 0 0 0-2

Millers Tie And Win In Two Games Played

The game between Spring Mill Fire Company and the Conshohocken Aces played Monday night at the Community Stadium was held at the end of the seventh inning by darkness, with the score deadlocked at 5-5. Pete Ames was the mound for the Aces and Langley behind the bat. The Millers defeated Barren Hill 4-0 Tuesday night. Miller hurled for the Millers and gave his best exhibition of the season, holding his opponents to one hit. Langley was again behind the battery. Oiler was on the mound for Barren Hill with Peoples doing the receiving. The Millers will travel to Barren Hill for a return engagement on Saturday afternoon. Spring Mill will travel to Wissahickon on Sunday to try conclusions with the Wissahickon Blue Sox.

WEST SIDE

The birthday anniversary of Mrs. Daniel McTamney, 101 Merion Avenue, will be marked at a family dinner tomorrow night, at her home. Joseph Marwood has purchased the property of the late Isaac Williams at 223 Moorhead Avenue and will take possession as soon as all transactions now under way are completed.

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Get Free and Paid Admission Ride Tickets from your dealer in these products.

CLARENCE FUHRMAN'S ORCH.
New every Sunday—3, 7 and 9 P.M.
FRANK SCHLUTH'S REVUE
SPECTACULAR FIREWORKS
Every Wednesday Evening (not on Civic Ave.)
Date Subject of the Show to be announced.

YOUR WELCOME WAGON HOSTESS WANTS TO SEE YOU

A lovely basket of gifts awaits you as an expression of goodwill from public spirited local merchants if you have just become engaged, just moved to the city, are a new Mother, have moved within the city, or just become Sweet Sixteen. There's nothing to buy. No cost or obligation. Arrange to receive these gifts. Call your Welcome Wagon Hostess whose phone is listed below.

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147 Years Ago, John Dalton Evolved The Atomic Energy

The development and release of atomic energy, that infinite power of the universe, is the result of an accumulation of knowledge through the centuries. A remarkable contribution to this modern discovery was made by a pleasant Englishman named John Dalton, who was born 147 years ago on September 6—a man who loved to teach and write letters while pondering upon the perfectly ordered structure of nature.

Dalton determined and demonstrated convincingly 27 years after the American Revolution that atoms must be made of tiny particles. Thus he paved the way for the work of great scientists to follow—work that led to the discovery and uses of forces buried within the atom.

The British chemist, at the age of 32, said with studied modesty in a letter to his brother: "I have been, as usual, fully engaged in all my leisure hours, in the pursuit of chemical and philosophical inquiries. . . . Indeed, I have had considerable success of late in this line, have got into a TRACK TREAD HAS NOT BEEN MUCH TROD IN BEFORE. . . ."

From the way chemical elements combined, and from a brilliant analysis of indirect evidence, Dalton reported his atomic theory in the first public announcement of the relative weights of atoms, before the Manchester Literary and Philosophical Society on October 21, 1803.

In a letter to a friend, John Dalton dated January 10, 1804, Dalton told how he felt about a subsequent London lecture before a distinguished audience. "I was introduced to Mr. Davy (Sir Humphrey Davy, then the most prominent chemist in England), who has rooms adjoining mine; he is a very agreeable young man, and the chemical sitting in his character as a philosopher is that he does not smoke. Mr. Davy advised me to labour my first lecture. I told him the people here would be inclined to form their opinion from it; accordingly I resolved to WRITE my first lecture wholly."

REHEARSED IN THEATRE
Dalton's lecture reported he studied the lecture for two days, calculating how long it would take him to present it. Then he and Mr. Davy went to an empty theater the day before the lecture, and he made me read the whole of it, and he went to the furthest corner; then he read it and I was the audience; we criticized each other's method."

The next day Dalton gave the lecture to "about 150 to 200 people, who gave me a very general plaudit at the conclusion." Notwithstanding their close pursuit of chemical and philosophical inquiries, Dalton told how he felt about a subsequent London lecture before a distinguished audience. "I was introduced to Mr. Davy (Sir Humphrey Davy, then the most prominent chemist in England), who has rooms adjoining mine; he is a very agreeable young man, and the chemical sitting in his character as a philosopher is that he does not smoke. Mr. Davy advised me to labour my first lecture. I told him the people here would be inclined to form their opinion from it; accordingly I resolved to WRITE my first lecture wholly."

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Franklin Institute "Trip To Mars"

During August it will be possible to get a close-up view of some rather awe-inspiring scenery on Mars. Comfortably seated in air-cooled comfort, an imaginary excursion to see the latest known things on Mars may be taken via Pelis Planetarium.

This show is coming back to The Franklin Institute in response to requests. It caused much comment during April and May when 40,000 people attended. The "Rocket to Mars" presentation undertakes to give "passengers" an accurate and exciting portrayal of what interplanetary trips will be like when space ships are finally developed successfully.

The entire dome of Pelis Planetarium has been converted to a rocket interior. As the traveler enters, the vast rocket is already filled with the sound of preliminary tests before take-off time. The beginning of flight is accompanied with a crescendo of sound effects, and the television screen in the rocket shows earth receding into space. Then follows a total silence before the narrator begins to explain the trip. Later the small spinning disk of Mars appears, coming closer and closer until finally the space ship lands and the passengers find themselves outside surrounded by Martian landscape. A day and a night are spent here, permitting study of the planet in sunlight and

under its own starry sky, filled with meteors constantly shooting about. The rocket's return trip includes a near-collision with an asteroid. "Rocket to Mars" is unique in several ways. Never before has sound been used so extensively at Pelis Planetarium. In some earlier shows a few sound tracks of voices were included, and choral arrangements are used in the Christmas "Star of Bethlehem" presentation. But in the Mars show there is no music. The sounds were composed the way a cook makes stew—by combining a variety of notes in a new symphony.

Some of the moments in this show are so intense and overpowering that audiences react as they would in a genuine rocket ship, and the sound effects have been carried as far as is possible for human endurance. Young people in particular find the event a great thrill, and many have gone for "the ride" several times.

It will continue at the Planetarium through August, occurring at 3 p. m. every day except Mondays, and on Wednesday, Friday and Saturday evenings at 8:30 p. m. Doors are always closed promptly as possible and no additional visitors will be admitted during the show.

Primitive Methodist Outing At Parkasie

The annual outing of the Primitive Methodist Sunday School will be held Saturday at Menlo Park, Parkasie. For a number of years past, the event has taken place at Clementon Lake, N. J. Four buses have been chartered to take the picnicers to and from the park, leaving the church at 9:30 a. m. Returning, they will leave the park at 8 p. m.

Mrs. James Carpenter is general chairman of the committee. Howard Rhoads, Albert Rhoads, and James Carpenter, Jr., are in charge of the

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AAA Attraction—Picnic Park

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100% All Wool
WORTED SUITS
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WORTH \$45.00
Alterations Free!
30 Weeks To Pay
Use Penn. State Way
See Our Fabulous Values!
PENN STATE
Clothes
FACTORY BRANCH STORES
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Norristown
Other Factory Branches
POTTSTOWN - WEST CHESTER

ROBATA'S Premium
CONTENTS 1 PT. 14 FL. OZS.
PALE DRY GINGER ALE
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THE MOST AMAZING STORY EVER TOLD!
THE FUTURE IS HERE
LLOYD BRIDGES
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NORRISTOWN
TODAY & FRIDAY MATINEE & NIGHT SATURDAY CONTINUOUS
You're Invited TO A HILARIOUS WEDDING!
"father of the bride"
ELIZABETH TAYLOR
SPENCER JOAN TRACY • BENNETT

ROCKETSHIP X-M
2ND FIRST SHOWING IN AREA
MOTOR PATROL
DON CASTLE • JANE WIGN
PAUL HANCOCK • BOB HOPE
SWIN OGDONIA • BOB WALTON

buses for children. A program of races and contests has been arranged for the afternoon. These will be held in a section of the park reserved for the Primitive Methodist group.
Rice
An easy way to wash rice is to place it in a sieve and let the cold water continue to run through until it comes through clear and free from starch. Rice should always be washed before using.
Wicker Furniture
Salt not only makes a good cleaner for wicker furniture, but it also prevents the wicker from turning yellow. Make a strong solution of salt water and wash all the wicker furniture.

RIANT
Conshohocken 582
AIR CONDITIONED
"THE OUTLAW"
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Continuous Saturday from 1:30
John Payne-Rhonda Fleming
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(Color by Technicolor)
Added: Saturday Matinee 1:00
"The Bank Dick"
Plus SERIAL AND CARTOONS
Sunday
Continuous from 1:00
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"TARZAN AND THE SLAVE GIRL"
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"THUNDER AND OUTLAWS"
Monday and Tuesday
Dana Andrews-Susan Hayward
"MY FOOLISH HEART"
Ladies, don't forget your GOLDEN HEIRLOOM DINNERWARE

309 DRIVE IN THEATRE
on Bethlehem Pike at Route 63, Near Montgomeryville
Tonight
"The Great Dan Patch"
with Dennis O'Keefe and Gail Russell
also
"Jig Saw"
with Franchot Tone
Friday and Saturday
"Africa Screams"
with Abbott and Costello
also
"Colorado Territory"
Sunday and Monday
"Renegades"
and
"Desperados"
Playground and Free Pony Rides for Kiddies, Cars and Children under 12 free.
ADMISSION 60c

ROCKETSHP X-M
THE MOST AMAZING STORY EVER TOLD!
THE FUTURE IS HERE
LLOYD BRIDGES
OSIA MASSIN

ROCKETSHP X-M
2ND FIRST SHOWING IN AREA
MOTOR PATROL
DON CASTLE • JANE WIGN
PAUL HANCOCK • BOB HOPE
SWIN OGDONIA • BOB WALTON

Charter a BUS
FOR GROUP OUTINGS & VACATION TOURS
SVL's tour director will be glad to help you plan an interesting vacation itinerary for your church, social, or business group. Get complete details for vacation or other bus charter service now.
Write to Chartered Bus Department, SVL, P. O. Box 749, Norristown, Pa.

SCHUYKILL VALLEY LINES, INC.
COOL GRAND
NORRISTOWN
FRIDAY, MAT. & NIGHT SAT. CONTINUOUS
AMAZING! STARTLING! SENSATIONAL!

ROCKETSHIP X-M
THE MOST AMAZING STORY EVER TOLD!
THE FUTURE IS HERE
LLOYD BRIDGES
OSIA MASSIN

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THE MOST AMAZING STORY EVER TOLD!
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OSIA MASSIN

ROCKETSHP X-M
THE MOST AMAZING STORY EVER TOLD!
THE FUTURE IS HERE
LLOYD BRIDGES
OSIA MASSIN



Wanna take a trip to the moon?

Believe it or not, scientists have figured out a way to get there.

It's on paper now, but progress in the next ten years may put it into practice.

Trouble is, a trip to the moon will be no different than a cruise to Hawaii or South America. No matter where you want to go, it takes money to get there.

Fortunately, there's an absolutely foolproof way that you can accumulate enough for a round trip most any place—and millions of people have already put it into practice!

It's by buying U. S. Savings Bonds on the Payroll Savings Plan.

You do nothing—except tell the cashier where you work to sign you up for so much. From then on, money is automatically socked away for you each payday. Best of all, it grows fat fast—one-third larger in ten short years!

Don't put off this important step any longer! Act now, so you'll be assured of your share of the opportunities this decade brings—including perhaps a trip to the moon. What's more, you'll be on the road to financial independence!



For your financial independence
Buy U.S. Savings Bonds



USE OUR WANT ADS TO... BUY SELL RENT TRADE

LOST
DOG: Black, white on paws, female, 7 years old, slight curl in hair.

EMPLOYMENT
FEMALE HELP WANTED
WOMAN wanted, unemployed, full or part-time, two hours morning, afternoon or evening, \$50 to \$150 per week.

WOMAN for cooking and general housework, wanted by August 1, Curran Terrace, Norristown. Handy to bus. Address Box 122, Recorder's office.

COOKING AND HOUSEWORK
in country home, for family of four. Private apartment of two rooms and bath available for responsible woman. Good references required. Call Ambler 1348.

WAITRESSES WANTED
EXPERIENCED, OVER 21
Call Conshohocken 981-W

MALE HELP WANTED
MECHANIC—Man with apprenticeship preferred, 5 days, 40 hours. Steady work in industrial plant. Call Conshohocken 245.

YOUNG MAN wanted for sales work. Exceptional opportunity. State age and experience, if any, to Box 125, Recorder's office.

YOUNG MEN to learn offset printing. Apply to Mr. Conklin, New Hope Printing Company, Simon and Ford Streets, West Conshohocken.

SALESMAN WANTED
MAN WANTED for Bawleigh business in Conshohocken. No experience needed to start. Sales easy to make and profits good. Start immediately. Write Bawleigh, Dept. PNO-491, 150, Chester, Pa.

MORTGAGES
We can secure for you mortgage money from the Federal Housing Administration, Private Funds, or a direct reduction mortgage.

REAL ESTATE
HOUSE: 2 1/2 story masonry, 6 large rooms and bath, enter kitchen, hot water heat, front porch, ideal location. Apply 722 Spring Mill Avenue.

FOR RENT
PROFESSIONAL OFFICES: 3 rooms, private bath, 2nd floor, 814 Fayette Street, off or after 5 p. m. Conshohocken 269-J.

ROOM with board. Centrally located, Honolick, 47 West 11th Street, phone Conshohocken 2991.

MODERN UNFURNISHED SECOND FLOOR, private entrance and bath, kitchenette, living room and bedroom, available September, \$55; heat, water included. Corner Elm and Fayette. Phone 1260.

WANTED TO RENT
YOUNG COUPLE desire to rent three rooms and bath. Phone Conshohocken 1975.

FOR SALE
FRIGIDAIRE, 6 cu. ft., good running condition, \$15. Apply 23 E. Chestnut Street, Norristown, first door.

"PERT GLOBE" WOOD AND COAL BURNING STOVE, porcelain finish, Best offer, Call Conshohocken 2547-M, after 6 p. m.

MUSCOVY DUCKS, 5 to 6 weeks old, Phone 1260-R.

DINING ROOM SUIT—8 pieces, mahogany. Phone Conshohocken 1122.

GAS RANGE, green and cream enamel. Clean, Reasonable. Phone Conshohocken 25-W.

DAVIS BED (Studio Couch), dubonnet covering, Good condition. Phone Conshohocken 2217-R.

WHITE TRACTOR, 1946, in good condition. Bargain. Carries 3 tires. Call between 6 and 7 p. m. Conshohocken 1086.

PIANO and an old-fashioned marble topped bathroom sink. Phone 1157-M.

ELECTRIC HOT WATER HEATER, 80 gallon, perfect condition, used only two years. Cost \$175. Will sell for \$75. Apply E. Steinmetz, Crescent Avenue, Lafayette Hills, Pa.

WANTED TO BUY
ANTIQUES wanted, furniture, china, brass, bric-a-brac, guns, frames, etc. Call Mr. M. S. Spry, Spring Mill Antique Shop, Conshohocken 205.

BEST PRICES paid by E. K. Fryer for new and old furniture, tools, appliances, antiques, store fixtures, etc. Ph. Norristown 8171 Daily (Eve's 1559-R). Immediate estimate & removal. Auctions held at our Penn Square Salesroom every Thurs & Sat at 1 P. m.

PAPERS & METALS
Give us a call 24 U sell
HAULING - MOVING
MIKE DIACORIO
137 W 7th Avenue Phone 1041-W

SERVICES - REPAIRS
HAVE YOUR OIL BURNER, heating system or chimney vacuum cleaned. No dirt. No noise. Low rates. Phone 1018-J N. Claifone, 144 West 8th Avenue.

LAWN MOWERS and power mowers, repaired and repaired. Saws, chains, sickles and other cutting tools sharpened. Resonable. Thomas Hitchcock 315 East Ninth Avenue. Phone 2613-W.

SERVICE—REPAIRS

PAPERHANGING & PAINTING
PAPERHANGING AND PAINTING
HARRY W. REK
135 West First Avenue
Phone 229-J
Free Estimates - Clean Work

J. & SMITH
Painting & Paperhanging
and Floor Sanding
Phone 3272, 645 KOHN ST., Norristown

PAPERHANGING & PAINTING
EDWARD OSTROWSKI
444 WEST 6TH AVE
PHONE 213-J
PIANO TUNING

VICTOR SKOROWSKI
Piano Tuning
Repairing, reconditioning
Leatherette and Mirror planes
made to order. Practice pianos.
Free estimates.
Conshohocken phone 1391-J.

TAILORING
FELIX JEMONER
Tailoring and Dry Cleaning
17 West Elm Street Phone 1508

MOVING & HAULING
GERMANSKI BROTHERS
WEST CONSHOCKEN
Phone 2368-R or 2659-M

BUILDERS
Building Constructop
"BUILD RIGHT WITH WHITE"
Any Type Construction & Repairs
MILTON R. WHITE
152 Josephine Ave.
W. Conshoh. Pa.

ROOFING - INSULATION
McKEEVER'S
1949 Continuous Service Since 1897
ROOFING
Asphalt, Asbestos, Built-up Roofing,
Gutting, Slag, Tin Painting & Repairing,
Insulation, Asbestos Siding, Water
Proofing, Slate Johns-Manville authorized
roofing Telephone:
CONSHOCKEN 1781
301 W 12th Ave.

AUTOMOBILE INSPECTION
INSPECTION: Auto glass cut to size
and installed. Wreck jobs repaired
and painted to match. Engines re-
built and tuned up. Frederick V.
Knoelke, 117 West Eighth Avenue

USED CARS FOR SALE
WE WILL PAY
\$100 BONUS
for every good clean
used car we buy.

PLYMOUTH
Auto Sales
1111 E. Main St.
NORRISTOWN
LOU DANIELS, Mgr.
Phone 8560

FAYETTE'S
E. O. M.
End-Of-The-Month
SPECIALS

'28 DODGE
4 door sedan, latest inspection
sticker. Sacrifice.

'40 STUDEBAKER
Club coupe, good transportation.

'40 BUICK
Super, club coupe, equipped. A
real beauty.

'46 DODGE
1/2-ton pick-up truck. Excellent
condition, make offer.

Sale
Fayette Motor Co.
12th Ave. & Fayette St.
Phone: Consho. 2150
Open Evenings Till 9 p. m.
Sunday 10 a. m. - 5 p. m.

NEW CAR TRADES
'48 CHEV. Sedan 1025
Radio and Heater
'46 FORD Sedan 995
R. & H., 14,000 miles
'47 PLYMOUTH Sedan 995
Heater-beauty
'46 FORD Sedan 895
Radio and heater
Terms To Suit Your Pocketbook

Central Auto Sales
5715 Ridge Ave. at Walnut La.
ROXBOROUGH
"Our 37th Year"
IV 2-4388

RENT A CAR
'48 or '49
DRIVE IT YOURSELF
WINTER RATES
\$2.50 \$5.00
PER DAY PER 24 HRS.
By Month Plus 7c Mile
Attractive Low Yearly Rates

NORRISTOWN
AUTO RENTAL, INC.
HERTZ DRIVE-IT-SELF LICENSEE
300 W. ELM ST., NORRISTOWN
PHONE 8430

MOVING & HAULING
Local and Long Distance Moving
EXPERT PACKING & CRATING
AGENTS FOR GREYVAN LINES
E. E. ESPENSHIP, NORRISTOWN
Ph. NORR. 1087 Day, Ph. 4712-W Night

USED CAR FOR SALE

MANN'S
USED CARS

1949 Buick Super Sedan, R. & H.
Dynamof, w/w Tires, Olympic
Blue.
\$2045.

1946 DeSoto Custom, 4-Door Sedan.
Unusually Fine Condition.
\$1145.

1947 Kaiser, 4-Dr. Sedan, Heater,
Blue.
\$995.

1947 Buick Roadmaster, 4-Door,
radio and heater.
Dark Blue
\$1445.

1948 Chrysler Windsor, Convertible.
Completely Equipped \$1,995

All Cars Backed By Mann's
Famous 30-Day Warranty
GMAC TERMS AVAILABLE
CHAS. W.
MANN
MOTOR CO.
— BUICK —
Markley and Marshall Sts.
Norristown
Phone 3880

USED CARS
AT THE
LOWEST
PRICES

1948 Chevrolet Sedan Deliv-
ery, R. & H.

1949 Olds "98" 4 Dr. Deluxe.
Fully equipped Demon-
strator.

1947 Olds 76 Club Sedan.
Hydramatic. Fully equip-
ped.

1939 Dodge, R. & H. Very
clean.

1940 Oldsmobile 2-door Sed-
an. Radio and heater.
Clean piece.

1946 Pontiac 8 Sedan. Fully
equipped.

1949 Chevrolet Sedan. A
Real Buy.

1946 Ford Pick-up, inspect-
ed.

1947 Chevrolet Sedan. R & H.
1 Owner.

1941 Olds 4-door Sedan. Hy-
dramatic. Black.

Plus Many Others to
Choose From
YOUR CHEVROLET
& OLDSMOBILE DEALER

E. F. MOORE
Phone: 127
12th Ave. & Fayette St.
CONSHOCKEN

70 Fayette St. Phone
1395



RATES
CLASSIFIED
ADVERTISING
TRANSIENT CHARGE

25 WORDS
Additional Words 2c ea.

50c ONE TIME
75c TWO TIMES
\$1.00 THREE TIMES
\$.25 FOUR TIMES

DEADLINE:
Classified Advertising
Will Be Accepted By
Telephone Until 5 p. m.
Day Before Publication

Telephone:
Conshohocken
2200

WHERE BUYER
MEETS SELLER
CLASSIFIED
COLUMNS

Beauty In The Home
BY LYNN CARTER
Q. What makeup technique will
accentuate or minimize features of
the face that are out of proportion?

A. To bring out a feature and
make it seem more important, use
a lighter shade of foundation on
it. Lighter shades create highlights
which attract the eye. To mini-
mize a feature, make it less no-
ticeable, or more delicate, use a
darker foundation—the darker tones
making a shadow.

Q. How can eyes that are too
small be accentuated?
A. Ordinarily, mascara should be
applied only to the upper eyelashes.
But in the case of small eyes, use
some on the lower lashes, too.

Q. Why should my comb get
small white specks on it, even after
my hair has been thoroughly
washed?

JEEP WANTED
Must be in good me-
chanical condition and
have four-wheel drive.
State price and details.

Box X-27
Recorder Office

WALLPAPER
ODD LOTS
\$1.49
per room

10 PCS. SIDES
6 PCS. CEILING
18 YDS. BORDER

Plus Many Others to
Choose From
YOUR CHEVROLET
& OLDSMOBILE DEALER

E. F. MOORE
Phone: 127
12th Ave. & Fayette St.
CONSHOCKEN

70 Fayette St. Phone
1395

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50c ONE TIME
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DEADLINE:
Classified Advertising
Will Be Accepted By
Telephone Until 5 p. m.
Day Before Publication

Telephone:
Conshohocken
2200

WHERE BUYER
MEETS SELLER
CLASSIFIED
COLUMNS

Beauty In The Home
BY LYNN CARTER
Q. This is probably due to im-
proper rinsing, and specks of dry
soap or dandruff are flaking off
the hair at least six times
in clear water and add strained
lemon juice, or six tablespoons of
vinegar to the last rinse. This will
cut the soap and add a gleam to
the hair.

Q. I've heard that the latest
method of calculating one's figure
proportions relates all measure-
ments to the wrist circumference.
How does this work?
A. Chest measurement (above the
bust) should be 5 1/2 times the wrist
measurement; waist should be 4 1/2
times; thigh 3 1/2 times; calf 2 1/2
times; and ankle 1 1/2 times.

PAPERHANGING
FRANCIS PAGNAGLE
North Lane & Fayette Street
Phone 1038

Why wait! INSTALL AN OIL BURNER NOW!

Save Up To 22%
on Fuel Oil

Completely Installed
• 2 1/2 Gallon Tank
• ALL AUTOMATIC CONTROLS
NO DOWN PAYMENT

Materials and workmanship un-
conditionally guaranteed for one
year and one year of free service.
For Free Estimate—No Obligation
Call Conshohocken
165-J

EARL F.
ALTHOUSE
434 EAST 9TH AVE.
CONSHOCKEN

LOANS
\$30 to
\$300

Do you need money? You
can borrow any amount up
to \$300 from us without ap-
proval or co-signer. We
make no underwriting in-
vestigations nor do we
charge in "red tape" or
charge of any kind. To see
how, make application by
phone, and you need only
come in to pick up your cash.

Bittor Finance
CONSHOCKEN
N. E. Corner 1st. Ave.
and Fayette St.
Phone: Conshohocken 2751
OPEN DAILY 9 to 5
Fri. 'til 8 p. m.—Saturday 'til 12
Willow Grove, Roxborough
131 N. York Rd. G188 Ridge Ave.
W. G. 1840 IV 2-4505

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and Fayette St.
Phone: Conshohocken 2751
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Fri. 'til 8 p. m.—Saturday 'til 12
Willow Grove, Roxborough
131 N. York Rd. G188 Ridge Ave.
W. G. 1840 IV 2-4505

GALS. \$6.00 — QTS. \$1.75 — PTS. 95c

SAM GABIN'S HARDWARE
Phone 2123
Elm & Fayette Streets

Why wait! INSTALL AN OIL BURNER NOW!

Save Up To 22%
on Fuel Oil

Completely Installed
• 2 1/2 Gallon Tank
• ALL AUTOMATIC CONTROLS
NO DOWN PAYMENT

Materials and workmanship un-
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year and one year of free service.
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ALTHOUSE
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CONSHOCKEN

LOANS
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Do you need money? You
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GALS. \$6.00 — QTS. \$1.75 — PTS. 95c

SAM GABIN'S HARDWARE
Phone 2123
Elm & Fayette Streets

Enam-o-Lux spreads rich, gleaming
white smoothness quickly, easily. Retains
super-white elegant gloss indefinitely
without yellowing. Dries fast free quickly!
Loos and washes the finest quality
porcelain. For extra superb results apply
Alsamite Enamel Undercoat.

Enam-o-Lux
with
Enam-o-Lux

Enam-o-Lux spreads rich, gleaming
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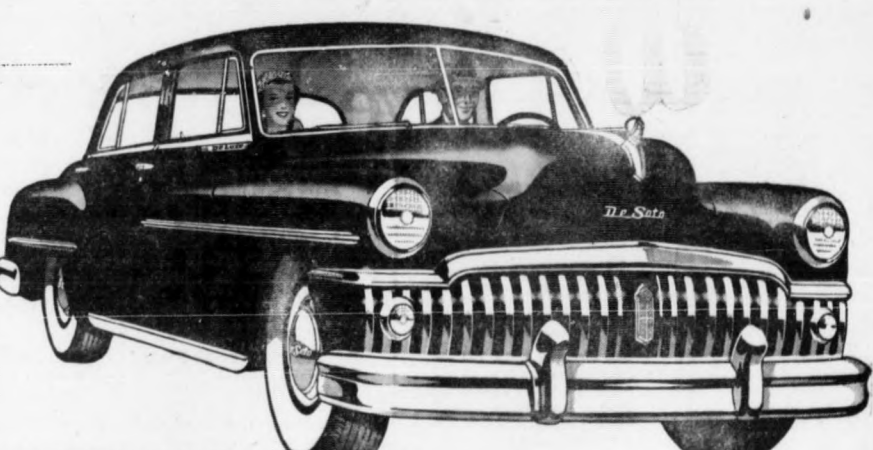
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Loos and washes the finest quality
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Alsamite Enamel Undercoat.

A thrill to own—yet easy to buy

-that's DE SOTO



ONLY DE SOTO GIVES YOU VALUE LIKE THIS!

- Smart New Styling
New Harmonizing Interiors
Big 12-inch Brakes for Sure, Easier Braking
High-Compression Powermaster Engine
Tip-Toe Hydraulic Shift with great Fluid Drive. Lets You Drive Without Shifting
Waterproof Ignition for Quick Starts in Wettest Weather
Scuff-resistant Cylinder Walls
Longer-life Valves
Bigger Glass Area
Full-Cradled Ride
Amazing Operating Economy
Easy, Shock-free Steering

Generous trade-in allowances

—easy payments

Compare De Soto, feature by feature, with any other car. You'll see why it is this year's outstanding car value. And you'll find you can easily afford it!

We urge you to drive it yourself

De Soto lets you drive without shifting. Once you've ridden in it you won't want any other car.

De Soto-Plymouth Dealers Present "IT PAYS TO BE IGNORANT" Starring Tom Howard. Every Wednesday night over all CBS Stations

JONES MOTOR COMPANY
FORD & FRONT STS. WEST CONSHOCKEN PHONE: 2732

see DE SOTO and PLYMOUTH at

Babson Discusses

Advertisers

Babson Park, Meas. July 27. I have just been reading a most interesting advertisement of a great steel company. In effect, it constitutes a report of the progress this company has made in its production of steel plates for ships, bombs, and other war materials. This company has nothing whatever to sell to the general public, but it chooses to buy considerable newspaper space to give the people some most encouraging facts.

Reliance And Returns. The public has come to rely upon advertisements. In countless instances people make it a practice to read the ads first and the news stories second. Naturally, there is some waste in advertising; but 90% of it is to the good. The merchant who pays a bill for advertising expects his ad to "pay its way". The return in merchandise sales per dollar spent for space is carefully watched.

Don't Worry About Korea. Many believe that the consumer goods industries must now fall off and are curtailing advertising. I am necessarily agree with this position. Whatever happens in Korea, the vast machinery of manufacturing and distributing which makes up our single store trade must be kept running. Newspaper advertising is the best means of making this possible. Besides, I am more optimistic on the international situation than I have been for some years. The Koreans will get such a punishment that it may be many years before Russia or some other satellite to try the same stunt.

Service Rendered By Newspapers. Newspapers are vastly more important to retailers, manufacturers, and the city itself than merely increasing sales. All kinds of social organizations rely upon free notices of their activities. We all have more of a stake in the business of advertising than we realize. Our papers not only give us the news each day but the growth of our cities depend upon the prosperity of our local newspapers. Washington certainly owes a debt to all newspapers, whether editorially they are "for" or "agin" the Administration.

Advertising And Taxes. Merchants who cut down advertising appropriations at this time are making a great mistake. Not only do all merchants now need more sales, but those who advertise now get more attention when their competing merchants are not advertising. Now is the time to advertise. One of the best ways to avoid the "boon or bust" policy would be for Congress to allow a special tax reduction as an incentive for five-year contracts for advertising expenditures. Then instead of merchants spending freely in good years, with very little left for lean years, the advertising appropriations would be spent over a five-year period. This would do much to keep business on an even keel, which is what we especially need today.

Successful manufacturers are carrying on a most sensible campaign of paid publicity with no chance of now getting their money back through immediate increases in sales. I hope more local firms will take advantage of the opportunities to advertise which are offered today. Yes, I am optimistic for advertising for those who will stick to it "rain or shine". Sensible continuous advertising is the best investment that there is.

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George S. Benson, President of Babson College, Searcy, Arkansas

Just Another Word For "Stagnation"

Last week the 300 summer students pitched in with the faculty at Harding and we moved the college's 25,000 books from 50-year-old Godden Hall, which soon will be razed, to our beautiful new Beaumont Memorial Library. As we carried armloads of books from the old building into the new it was like leaving a distant past and entering a new world. Everything that had been in the old building was being taken into the new building represented a great achievement over the materials used in the old one.

The one exception to progress is the sewage disposal system to which our new library is connected. Like that in other cities, it has changed little in a century, except in size. It is government-owned and operated—socialized. There has been no profit motive incentive for development, for improvement; no challenging competition in the field of sewage disposal. I'm not denouncing municipally-owned sewage disposal systems. I'm simply pointing out that the method of performing this universally needed service hasn't changed much, under government or "social" ownership, in a century.

Leonard Reed, president of the Foundation for Economic Education, says: "It is inconceivable that men who can find ways to release the power of the atom could not find ways to dispose of sewage. . . . Without the (dead hand of) socialization we might, by this time, be vaporizing it, or doing something even more 'fantastic'." Reed adds that while it is commonly believed government was responsible for discovering atomic energy, the fact is "all the theory was worked out by free, as distinguished from directed, men."

And now Government monopoly has begun to bow down its vast potential. Even David Lilienthal, zealous crusader for government

control, has now reversed himself. In a Collier's article, the former atomic energy boss says: "I was among those who, back in 1945 and 1946, were unable to see any alternative to the course of government monopoly. On the basis of experience . . . I am convinced our monopoly course is no longer justified." He proposes the immediate transfer of atomic energy development to private enterprise.

Almost simultaneously, a Congressman declared the distribution of the mail, another socialized enterprise, could be put on a paying basis if it were turned over to private industry. Neither of these "stagnating" suggestions may be feasible at the moment; but they spotlight the danger of stagnation in any enterprise or service put under political or government control or established as a government monopoly.

Regarding the Post Office service, the Hoover Commission reported: "To operate this huge building, the department has an obsolete and centralized administrative structure, clogged by a maze of outmoded laws, regulations, and traditions. . . . It is short of equipment of all kinds, and most of its equipment is obsolete. Average age of the department's 10,000 trucks is 15 1/2 years." The department's def-

icit ran approximately \$500,000,000 last year. The point is, government control invariably exercises a deadening hand on any enterprise or service it gets in its grasp. And after a time it becomes too late to do anything about it. In France the airplane industry was socialized and in a few years fell into chaotic condition. When the government tried to turn it back to private enterprise nobody would buy airplanes at any price. Yes, "stagnation" is the proper synonym for "socialize" or "government control"—in an industry or a nation.

Ray, Norristown. The operation Sunday had no connection with the big injury. Ruth Heft, 7-year-old daughter of Mr. and Mrs. Lester Heft, 1991 Butler Pike, Harmonville, is undergoing observation for appendicitis at Montgomery Hospital, where she was admitted Monday night, after being taken ill suddenly.

Mrs. Louis Monaco, 307 Spring Mill Avenue, entered Sacred Heart Hospital Sunday, for observation. Charles Mahlin, 818 East Hector Street, was admitted to Sacred Heart Hospital on Monday, for observation. He expects to be discharged today. Mr. Mahlin is employed at Diamond State Fibre Company, Bridgeport.

George Risell, Jr., six-year-old son of Mr. and Mrs. George Risell, Spring Garden Street, West Conshohocken, is recuperating at Montgomery Hospital, following an operation Tuesday.

Mrs. R. O. Tourangeau, 1214 Fayette Street, has returned from Montgomery Hospital, after a two-day stay there for minor surgery.

ground operates under supervision from nine to four. An organization meeting, for those interested in forming a rifle club, will be held next Thursday, at the Miles Park on the north side of the Lake.

HOW CAN I?? By ANNE ASHIE. Q. How can I remove mildew? A. If the spots are small, potassium permanganate and oxalic acid will remove them. If the entire article is mildewed, try bleaching it in one cup of Javelle to one quart of water for 10 minutes; then wash and rinse thoroughly.

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control, has now reversed himself. In a Collier's article, the former atomic energy boss says: "I was among those who, back in 1945 and 1946, were unable to see any alternative to the course of government monopoly. On the basis of experience . . . I am convinced our monopoly course is no longer justified." He proposes the immediate transfer of atomic energy development to private enterprise.

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