

TV To Towels

Consumers Dictate New Ideas

Leaving well enough alone isn't always a good idea. What was "well enough" for yesterday's lifestyles and expectations can be sorely inadequate for today.

That's why even the most successful companies employ research and engineering staffs to find out what consumers want and how those new needs may be met.

The television industry is a good example. While the first TV sets developed for consumer use had only seven and ten inch pictures, researchers went to work and soon larger screens came on the market. (One new set projects a giant color picture measuring more than four by five feet.)

The evolution of household paper products is another good case in point. Paper towels have been around since 1910, according to the Home Service Center at the Scott Paper Company. A schoolteacher in Chester, Pa. guessed that one of the reasons so many of her second grade students had colds might be the common towel they were using to wipe their hands. She cut up some clean paper she had so that each student could have his own disposable towel. The Scott brothers heard about it and the paper towel was born.

But today's paper towels have little in common with those developed in 1910. They're softer, stronger, and thicker. Women are making more frequent use of them for heavy-duty house-



hold-cleaning jobs. Years ago, worn out 100% cotton sheets and tee shirts made good rags. Today's synthetic permanent press fabrics don't have the needed absorbency. So paper towels have been reformulated to fill the gap.

Change in usage isn't the only reason for rethinking a tried and true product. Sometimes improvements are made solely for convenience. For example, Scott Paper Company's market research indicated that consumers often had problems getting a roll of toilet tissue started. The solution: a starter tab on each roll to make it simple to begin.

As consumers change their ways of life, the products they use change to keep pace. Companies who know this remain successful year in year out. Those who let their products rest on past acceptance soon become memories of the past themselves.

Sloppy Is On Decline Says Kenneth



Kenneth creates a hairstyle (right) with fullness at the sides to balance the coming season's longer skirts and bigger clothes. The Elura wig (left) by North American Fashions can be worn as shown or with a full bang. About \$30.

NEW YORK, N.Y.—Clothes are softer for fall and although there is a general aura of casualness, sloppy is definitely on the decline. Kenneth, the renowned hair expert who has been creating totally personal, non-look-alike hairstyles for some of the world's most famous women, sees the casual, natural influence mirrored in hair and wig styles.

"As clothes become softer, allowing for greater freedom and comfort, hair will reflect the less rigid, less graphic mood," Kenneth explains. For instance, a woman may decide to continue wearing a pageboy but might flick some pieces around the face.

Kenneth predicts no particular return to anything this fall. The days of period-influenced styles such as the massive cluster of curls which made some women look as if they were wearing helmets are over. Instead, he predicts more bounce and movement. Some women will be considering soft body waves. Others will opt for quite tight, very short hair which is

not set; just gently put into place.

As for the shape that is right for each woman, Kenneth suggests that women decide for themselves. "Anyone who needs someone to say, 'you should be a redhead' or 'you should wear your hair this way or that way' is missing the point."

Kenneth recommends that women start trusting themselves instead of the mirror. He offers simple and easy-to-follow guidelines to determine the right wig or hairstyle.

Kenneth sees wigs as a head of hair that should have the healthy look of real hair such as the Elura wigs which are made of Monsanto modacrylic fiber. He stresses that women should not be afraid of their own hair or their wigs, either. A properly designed wig gets better and better when well brushed. It should be brushed before wearing and when placed on the head. As for hairline, Kenneth recommends taking a bit of one's own hair and blending it into the wig if the style does not have bangs or is not combed forward.

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VFW TO MEET

The regular monthly meeting of VFW Post 6658, Emmitsburg, will be held Wednesday evening, Oct. 2 beginning at 8:30 o'clock. The meeting will be held in the Post Home.

EXPRESSES THANKS

The Emmitsburg Community Softball League wishes to thank everyone for the contributions during the playoff games which amounted to \$75.60.



Prevent Carbon Monoxide Poisoning

You can protect yourself and your family from that dangerous end product of gasoline and heating fuel combustion, carbon monoxide. A mere 1 percent concentration of this gas in the air causes instantaneous death. With as little as .08 percent unconsciousness results in one hour and death occurs in two to three hours.

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gas. If carbon monoxide is present the sensitive indicator tablet turns from its normal tan color in progressively darker shades to black, depending on the strength and concentration of the gas. Called LIFESIGN, and manufactured by Tempil, the indicator comes with a badge that holds the replaceable indicator tablet.

There's no need to risk danger of carbon monoxide in your car, in your factory, or in your workroom. This elusive odorless gas can now be detected by sight!

LIFESIGN is new and therefore may not yet be available in your locality. You may order direct from the manufacturer. Send two dollars to Tempil Division, Big Three Industries, Inc., South Plainfield, N.J. 07080.

OPEN LINE

By
Congressman Goodloe Byron
Maryland—Sixth District

The following questions were typical of the kind asked of me in recent weeks. Letters should be sent to me, c/o U. S. House of Representatives, Washington, D.C. 20515.

Did Congress repeal the ignition interlock system in new cars?
Both the House and Senate overwhelmingly went on record in favor of repealing the federal requirement that a new car be equipped with seat belt ignition interlock systems that made it impossible to start a car before the passengers had buckled their seat belts.

Who would our mayor contact to obtain details on federally-subsidized flood insurance?

Information on the National Flood Insurance Program is available from the Federal Insurance Administration, Washington, D. C. 20410.

How do I apply for a position in the foreign service?
Employment in the Foreign Service is based on a competitive examination system. Candidates may obtain applications and specifics by contacting the Board of Examiners, Rosslyn Station, Box 9317, Arlington, Virginia 22209.

Does the government publish any literature on boating, for novices?

The Maryland Department of Natural Resources publishes several leaflets on boating and fishing, including a self-instruction course on Basic Boating and a Boating Handbook for Maryland Waters. For further information I suggest you write Department of Natural Resources, Tawes State Office Building, Annapolis, Maryland 21401.

Are all service stations now

Various dictionaries contend that the word "alms" has no singular and no plural!

THANK YOU

I wish to express my sincere thanks to my volunteer campaign workers and to the voters for their support in the primary election.

RAY BECK

Candidate For
House Of Delegates

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THANKS

For Your Help And Fine Support
In The Primary

JOHN M. CRUM
CANDIDATE FOR
COUNTY COMMISSIONER

By Auth.: J. D. Crum, Treas.

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PARFAIT

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. . . and California Cobblers says it all with "Parfait". The shine is on this crinkle patent beauty that's fully lined for comfort and set on a matching covered heel. Upfront, multi-colored layers of suede set atop a rounded toe for a chic rainbow effect.

THE SHOE BOX
Gettysburg, Pa.

Are you still Kitchen Wishin' . . . ?

Sure you are, who doesn't. But there's no better time than NOW to give your old kitchen NEW life.

Your old Kitchen New Life . . . that's right but wishin' doesn't get the job done, GETTYSBURG BUILDING SUPPLY CO. can beyond your wildest dreams. We're the Kitchen specialists around here and make no bones about it. Kitchens are our specialty. We'll design your Kitchen, prepare the estimate, custom build it and install your dream Kitchen the professional way. Modular Kitchens too are our bag and the same thing applies. . . your satisfaction. Sometimes people like to do their own thing. If you're a do-it-yourselfer and remodeling your own Kitchen sounds like a good idea, GETTYSBURG BUILDING SUPPLY CO. can furnish you all the Kitchen Cabinetry and Hardware you'll need to do the job and at the right price. Contractors know it, they come to us for plans, estimates and Custom Cabinets too. Listen. . . Kitchen Wishin' becomes a reality at GETTYSBURG BUILDING SUPPLY CO., the Kitchen Specialists.

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Town & Country Review

Reg. U.S. Pat. Off.
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REA & DERICK, INC.

Rea & Derick, Inc., located in Gettysburg at Lincoln Square, phone 334-1911, and at North Gettysburg Plaza, phone 334-7909, is the drug store where good service is the motto.

Service is the most important factor in the development of a retail drug business. In this case, the principle of service has been applied first by maintaining competent personnel. Customers are waited on by courteous and thoroughly trained sales personnel. The second feature of service stressed by this complete drug

store is the idea of having all essential departments to satisfy the most exacting buyer's every requirement. These departments consist of an up-to-date prescription shop, a cosmetics department offering nationally advertised brands, infants supplies, greeting cards, gifts, etc.

For the convenience of patrons they have taken on famous lines of products that are known the world over and recognized by everyone for excellence. These famous lines include toilet articles of every kind and household remedies

JOHN W. KERCHNER, INC.

John W. Kerchner, Inc., located in Seven Valleys, phone 428-1456; Gettysburg phone 334-3991; Carlisle phone 243-2621; Hanover phone 637-2021, is providing an excellent service to farmers and stockmen. They have the plant, the truck, the experience and the equipment necessary to render the best service. Their trucks are thoroughly disinfected after each load and kept in the most sanitary condition and are not disease carriers. Feel free to call them whenever a loss occurs.

Because of the prompt and satisfactory service which this well known company offers the public in the removal of

Perspectives In Learning

By Hazel Brown, President Harry Lundberg School The Right - To - Read - A Success?

The reports on the Right - To - Read Programs are beginning to appear and the results are very exciting. The many successful programs are revealing some very interesting information about what makes a really successful reading program.

Mrs. Ruth Holloway, director of the Right - To - Read Program has indicated that the essential ingredients for success are related to the individual attention each student receives and the relationship which exists between the teacher and the student.

Graybill's, Inc.

"Quality Service For Over 70 Years"

Have you visited Graybill's, Inc. on Biglerville Road North in Gettysburg, phone 334-6721? If you haven't, you have missed a treat, because this shop carries a complete selection of lighting fixtures and accessories that will suit your needs perfectly. Visit this modern concern and let them counsel you on your needs.

They have a most complete stock of lights and lighting equipment. A large stock of lighting fixtures, both incandescent and fluorescent, is on hand for those who intend to build new homes, remodel or redecorate. They also carry a stock of commercial and industrial fixtures, and invite home owners and businessmen to inspect this stock for their electric fixture needs.

Aero Plaza Service Center

Dick Storm - Owner

The experts in this area for car repair are the Aero Plaza Service Center located at 150 Carlisle Street in Gettysburg, phone 334-7070. These men have had years of experience in the automotive repair field and are able to get the job done properly with the utmost experience, and yet at a reasonable price.

They use only the latest factory approved techniques and have thorough knowledge of all makes on the market. This is one place that will do what they say they are going to do, and in the shortest time. They feature Phillips 66 products that have proved their excellence for your automobile.

THE GETTYSBURG NATIONAL BANK

In reviewing the various leaders of this trade area, we are proud to include The Gettysburg National Bank, located at 10 York St., main office, phone 334-2151; West Street Branch, phone 334-2151; Grandview Terrace Branch, phone 334-2151, and the Biglerville Branch, phone 677-7141.

Through this bank, which insures all deposits through the Federal Deposit Insurance Corporation, many people have

found their desired method of saving. You, too, can enjoy the security of knowing that you have planned for tomorrow with a savings account at The Gettysburg National Bank.

A checking account with them is really a streamlined service. It can relieve you of the trouble and bother of paying bills afoot, and gives you an automatic receipt on all purchases.

Through the sound judgment and seasoned professional ability of this institution's officers and directors, you can realize no better bank to deal with. They invite you to visit them and will be happy to explain to you their many services. Remember, your banker is one of the best friends you can have.

Eugene Funt Sr.

Septic Tank Cleaning

For quick efficient low cost septic tank cleaning call Eugene Funt, Sr. Septic Tank Cleaning located on R D 1 in Orrtanna, phone 334-3096.

Edgewood Bowling Lanes

Paul C. Plank - Proprietor

When you feel the need for exercise or recreation go to the Edgewood Bowling Lanes, located at R.D. 3, in Gettysburg (2½ miles South on Business Rt. 15), phone 334-5195. They offer a pro shop with all your bowling needs including ball drilling.

D. W. FALON CAR WASH CENTER

Take the work out of washing your car by having it done with modern equipment at the D. W. Falon Car Wash Center at Carlisle Street Extension, Biglerville Road—Route 34 in Gettysburg, phone 334-7891.

Save time and money on car washing by visiting this fine firm the next time you are in town.

You'll enjoy the ease of having the work done by fully-

automated, modern car washing equipment. Road tar and other harmful grime are removed from your car's finish in about five minutes. They also have three hand bays. Ask about their special car care services.

Attendants here are courteous and see that your car is handled as carefully as if it were their own. Your car's cleanliness is the business of this establishment. The management has built a fine reputation by sending the public honestly and providing a fine service.

HERE'S CLYDE'S HAIR STYLISTS

Specializing In Men's & Women's Hair Styling

12 E. Main St., Thurmont
Phone 271-4479

STAUB BROTHERS USED AUTO PARTS

Charlie Staub and Raymond Staub - Owners

The Staub Brothers Used Auto Parts is located at RD 5 (located on Two Taverns Rd.) in Bonneauville. Phone 334-3358.

This progressive institution is a Twentieth Century economy to the Automobile owner of today. Why? Because they have everything in the way of used or rebuilt automobile

parts which means a saving to the people of this community. This economy is made possible because of the large amount of business they transact. This means greater savings to you.

They buy wrecked and used cars and disassemble them to get parts, along with their stock of rebuilt parts that are sold at prices that cannot fail to appeal to anyone that uses

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NEW 1975
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WOOD'S AUTO BODY REPAIR

Body Repair - Painting Fiberglass Repairs
John Wood - Owner

The personnel at this firm are specialists in body and fender work as well as auto painting. The place to have your car body rebuilt or painted is at Wood's Auto Body Repair located in Gettysburg at RD 6, Biglerville Rd. phone 334-7585.

John Wood fully understands

auto body and fender repair work. Whether it is a small or a large job, you will receive the same courteous treatment and professional workmanship.

This is one of the best known auto body repair shops in this section because of its excellent workmanship and service.

Most insurance policies now permit you to choose the repair shop you like best. Select them to do your work. Their body work as well as auto painting is among the best done in this section. They have the "know how" that puts their work in a class by itself.

LEITZEL'S BARBER & STYLE SHOP

Jim Leitzel - Owner

In every town there is one completely unique men's styling shop for the man particular with his appearance. In Gettysburg this shop is Leitzel's Barber & Style Shop located at 31 Carlisle Street. Phone 334-6643 for an appointment. They specialize in razor cutting, hair styling and regular haircuts. Hair styling is an art and must be considered as such. Barbers must go through a series of instructions to be able to handle razor cutting and styling. You can be sure the barbers here are well trained and able to advise you on all forms of

30 West Auto Sales

Quality First - Low, Low Terms
Stanley D. Sharrh, Jr. & Sr.

For many years, automobile dealers considered "used cars" as a sideline to the business of selling new models.

Things have changed in recent years and one of the big reasons is the kind of business operated by the 30 West Auto Sales. They believe that the used car buyer is just as important as the new car buyer. They are determined to give each customer the finest quality, the best warranty, and the best possible price. They have a large "family" of customers who return because they know that integrity, service and assurance of quality are passwords here.

GETTYSBURG PLUMBING SUPPLY

Joe Staub - Manager

In recent years, the American public has learned to enjoy many of their leisure hours working around the home on do-it-yourself projects such as installing new plumbing fixtures and the like. Not only is it an enjoyable and creative way to spend off hours, but by doing the work yourself and buying the products from such places as the Gettysburg Plumbing Supply at 151 N. Stratton St. in Gettysburg phone 334-8358, you can save many dollars.

This firm is well liked by the many people of this section for their efforts to sell high quality products, backed by warranty, at realistic prices. You will also find that their sales personnel is very accommodating and can assist you in choosing just the right merchandise for the job.

For plumbing fixtures and supplies and friendly sales-help, the authors of this 1974 Review suggest our readers make it a habit to shop at Gettysburg Plumbing Supply.

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NEW 1975
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WASHERS - DRYERS - DISHWASHERS

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MARYLAND FOOTBALL

North Carolina
Sept. 28
1:30 P.M.

WFMD

930 AM

Classified Ads Offer Good Values

Emmitsburg Chronicle

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The idea of peer-teaching gives another opportunity which were able to include individual attention. An interest and caring about a person seems to achieve results.

Confidence of the students made a big difference in the programs rate of success. Self-confidence and ability to approach a challenging task with assurance was essential for achievement. The programs which were able to include assistance and guidance in improving self-concepts of the students were essentially successful.

Teacher aides and volunteers contributed to reading success. The programs which had volunteers or teaching assistants were able to give more individual instruction and provide small group assistance. This extra person seems to make a significant difference.

It is wonderful to read about the successful results of so many Right - To - Read Programs. Reading is such a necessary skill for all people, that any projects in this area should be continued and supported. Success tends to bring more success. Let's hope this trend in successful reading programs continues!

WEATHER REPORT

Temperatures and precipitation for the week ending Fri., Sept. 20, for the Emmitsburg District, as reported by the National Weather Service, Mrs. Lucille K. Beale, local observer, were as follows:

	H	L	P.
Sat., Sept. 14	85	63	.45
Sun., Sept. 15	73	47
Mon., Sept. 16	75	52
Tues., Sept. 17	77	50	.05
Wed., Sept. 18	76	54
Thurs., Sept. 19	80	51
Fri., Sept. 20	80	61	T

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Friday & Saturday: 8 A. M. to 11 P. M.

CAPITOL COMMENT

By Charles McC. Mathias, U. S. Senator
 For A State Of Good Health
 Good health is one of our most precious possessions, and while it is a matter of individual concern to each of us,

there is much that Congress can do through the legislative process to foster the government's interest in health programs.
 Unfortunately, the cost of good health care—rising 50

per cent faster than the economy as a whole, according to recent reports—threatens to outstrip our ability to pay for vital health services during this inflationary period. As a result, some persons do not give as much attention to their health as they should, and this could have tragic consequences.

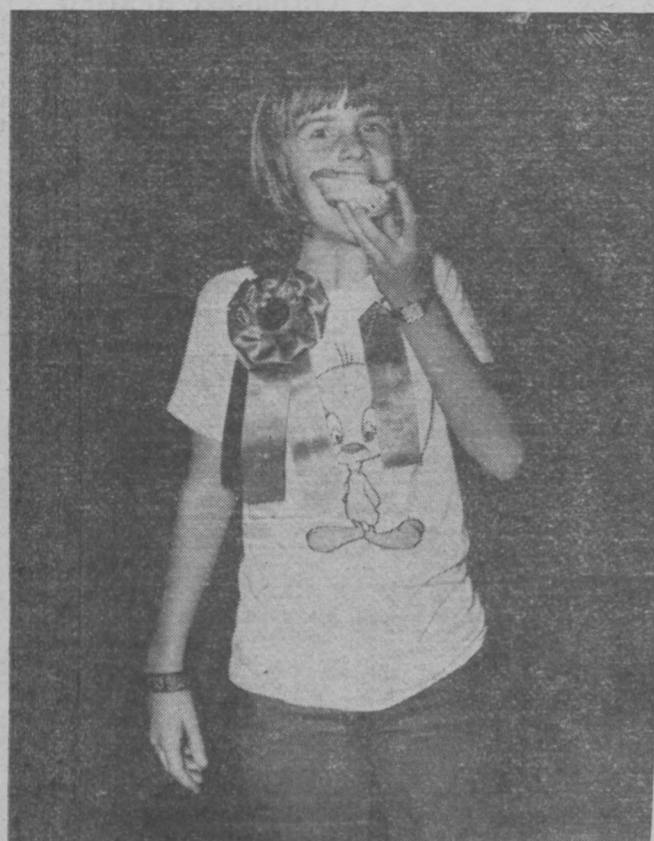
It seems to me that unless the medical profession can keep its costs down voluntarily, the government may be forced to impose controls on doctor's fees, hospital and laboratory charges, and other essential elements of good health care.
 Health care costs will be high on the agenda of a pre-summit conference on health, education and social services that I am co-chairing at the Department of Health, Education and Welfare in advance of the national econ-

ommit conference.
 In two other areas involving health, governmental involvement is proving beneficial.
 In Baltimore, I recently visited several maternal and infant care facilities that operate under federal funding. Dr. Robert Farber, the City Health Commissioner, told me that the programs conducted at these facilities have produced remarkable drops in the city's infant mortality rate. Further, they have lessened the demand on the already overburdened hospitals serving the inner city.
 And in Bethesda, in Montgomery County, I recently visited the National Institutes of Health, the government's great medical research cent-

er. To see the work that is being performed there to overcome the tragic medical problems that afflict so many Americans is most encouraging.
 I have been concerned as a member of the Senate Appropriations Committee that these research programs have not been funded at a level that would allow them to proceed at a vigorous pace, and so I will be paying careful attention to the cost requirements for this most important area of health care.

Even a woodpecker owes his success to the fact that he uses his head.—W.O.W. Magazine.

Community Show Champion Pie Eater



Shown above is Angel Spedden, champion pie eater of the Thurmont and Emmitsburg Community Show.
 —Photo By Catoctin Photo Arts

ommit conference.
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ELIZABETH THEN AND NOW



Twelve years old, talented and beautiful, Elizabeth Taylor, in 1945, played her first starring role in the Metro-Goldwyn-Mayer film classic, National Velvet. Today, the still beautiful and talented Academy Award-winning actress stars in That's Entertainment!, MGM's 50th Anniversary spectacular which highlights the most memorable moments of Hollywood's musical heyday. However, on Sunday, September 8, you can see both Miss Taylor and National Velvet on television as a special presentation of the MGM Family Network. Please check your local TV listing for time and channel.

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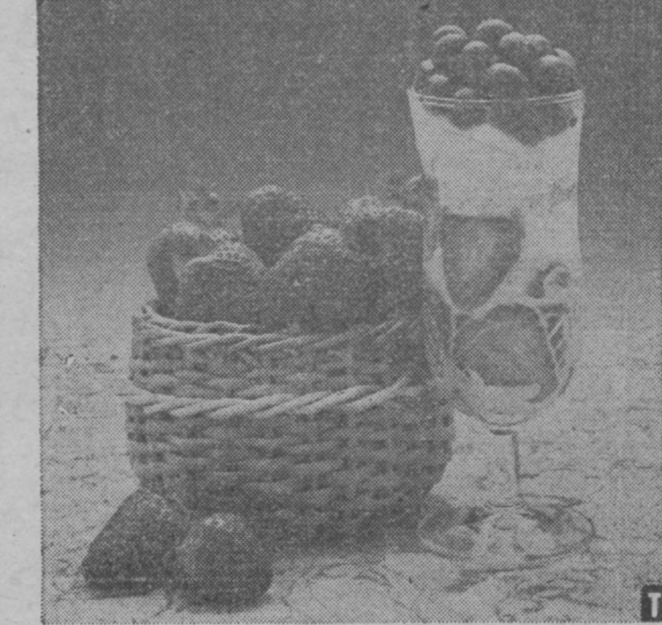
ENTER THE **PUNT, PASS & KICK** COMPETITION
 You can show your football skills while competing against other youngsters your own age. Just bring your parent or guardian to register. Get a free Tips Book and start practicing.
REGISTRATION ENDS OCTOBER 4
YOUNGSTERS 8-13 COMPETE
win big
SPERRY'S FORD SALES INC.
 Emmitsburg, Md.

what's the use?



Use foam cups at poolside this summer and stay cool, safe and "collected." Summer beverages poured into foam cups stay cold at least a half hour longer than in any other disposable container. They're clean, non-slipping, and the most unbreakable container you can select. No need to worry about accidents around the pool caused by broken glass meeting bare feet. Foam won't slip out of swimmers' wet hands and won't sweat. Foam floats, so it won't get caught in the pool's filter system; and it's non-biodegradable which means it won't decompose and it's odor-free.

A COOLING TREAT



On hot summer days you'll want to keep your cool—especially if you're a weight-conscious person with a desire for a quick and easy to prepare frozen dessert.
 Here is a choice of three new Weight Watchers recipes featuring the new Weight Watchers Frozen Dessert in new Family Pleasing Flavors. The Tri-color Parfait, pictured above, provides a colorful topping-off to any luncheon or dinner, particularly for strawberry lovers. The Mint Frappe requires blending of only three ingredients. The Peppermint Sundae looks as cool as it tastes.

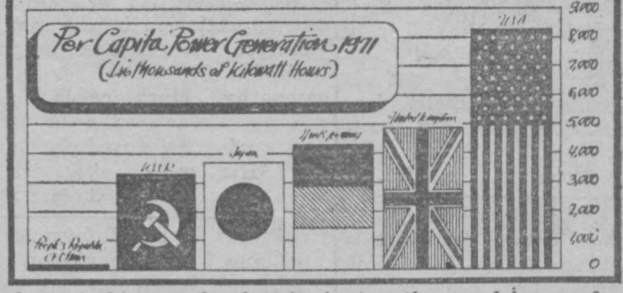
TRI-COLOR PARFAIT
 1/2 cup strawberries
 Artificial sweetener to taste, if desired
 1 3-ounce net weight serving Weight Watchers Frozen Dessert
 1/2 cup blueberries
 Slice strawberries and place in sweetener, if desired, in parfait glass; add Frozen Dessert. Pack firmly and top with blueberries. Makes 1 serving.

MINT FRAPPE
 1 3-ounce net weight serving Weight Watchers Frozen Dessert
 2 teaspoons Mint Extract
 1/2 cup Skim Milk
 Blend Frozen Dessert and extract. Gradually add milk until smooth. Great after dinner drink. Makes 1 serving.

PEPPERMINT SUNDAE
 1 3-ounce net weight serving Weight Watchers Frozen Dessert
 1 drop red or green food coloring
 1/4 teaspoon Peppermint Extract
 1/2 teaspoon water
 Mix extract, water and food coloring together then pour over Frozen Dessert. Makes 1 serving.

UNDERSTANDING OUR ECONOMY

THE ELECTRIFIED STATE OF THE UNION
 If the label on the graph at right were changed from "Per Capita Electric Power Generation" to "Relative Standards of Living," the graph would still tell an accurate story.
 There is a clear link between the use of electricity and the standard of living in countries around the world.
 Does one determine the other?
 Does the United States have the highest standard



of living because it uses the most electricity or does it use the most electricity because it has the highest standard of living?
 That's a chicken-and-egg question no one can answer. But statistics from more than 100 countries show that these two indicators rise (or fall) together.

down of normal electric growth. This, they hope, will buy time for solutions to problems like pollution, unemployment, housing and urban congestion.
 No one will deny the seriousness or urgency of those problems, certainly no one in the electric industry. But many experts are convinced that answers to the problems can be found in more electricity, not less.
Arguments For Plugging Ahead
 Electricity is one of the cleanest forms of energy there is. Substituting it wherever possible for less-than-clean sources of energy is a sure step toward real progress against pollution.
 More than half the effective new pollution-control devices being patented today run on electricity, according to the General Electric Company.
 If we stop electric growth, what chance will we have of getting new sewage treatment plants built? Of pushing ahead with rapid transit? Or recycling trash?

Some ways of making electricity are not so clean, but instead of burning fuel in ten thousand homes for heat, electricity advocates suggest that it makes more sense to burn the fuel in one power plant and deliver clean electricity for heat to those ten thousand homes.
 That eliminates 9,999 sources of air pollution, leaving only the power plants to worry about. And cleaning up the exhaust of that plant's smokestack would be far easier and far cheaper than trying to stop the smoke of ten thousand chimneys.
 Problems like unemployment, housing and urban congestion are largely money problems, and in a sense, electricity generates money. Used properly, electricity generates productivity and productivity generates capital. And used properly, capital solves problems.
 The electric industry is advocating growth in directions that will get long-overdue things done. And they're doing more than advocating it: they're working for it—and hoping no one decides to pull the plug.

NOTICE
EFFECTIVE IMMEDIATELY
 Due to lack of rain, residents are asked to refrain from watering lawns, hosing down sidewalks, washing cars, and using water unnecessarily in any other way until further notice.
RICHARD M. SPRANKLE, Mayor

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