

# THE MOUNT JOY BULLETIN

VOL. XII. NO. 3

MOUNT JOY, PENNA. WEDNESDAY, JUNE 10, 1914

\$1.00 A YEAR

## Mount Joy Will Get a Long Felt Want--A Market House--Local Men Will Apply For a Charter July 7

### Alumni's Banquet

#### A Very Successful Event This Year

##### A MOST EXCELLENT PROGRAM WAS RENDERED

The Tenth Annual Banquet of the Mount Joy High School Alumni Association the Most Successful Ever Held Here--Prof. Waitz's Orchestra Furnishes the Music

One of the most successful banquets, socially and otherwise, ever held by the Mount Joy High School Alumni Association, took place in Mount Joy Hall Monday evening.

Promptly at eight o'clock the following program was rendered:

Address, Dr. W. R. Heilig; Vocal Solo, Mr. George Sutton; Reading, Miss Esther Ebersole; Vocal Trio, Misses Mary B. Detwiler, Ruth Stoll, Emma Brown; Alumni Record, Miss Mary Eshleman.

Caterer J. W. McGinnis then served the following menu in his usual excellent style:

Roast Beef	Creamed Potatoes
Consomme	Olives
Chicken Croquettes	Peas
Lettuce	Tomatoes
Mayonnaise	
Strawberries	Cakes
Fruit Punch	
Ice Cream	Coffee

These toasts were responded to: Toastmaster, John Bowman--"A youth to fortune and to fame unknown"; Faculty, Prof. C. E. Roudabush; "Delightful task; to rear the young"; "To teach the young"; "Class of 1914"; Dale W. Garber--"And look before you ere you leap, for as you sow, you're like to reap"; School Board, Dr. J. J. Newpher--"For we that live to please must please to live."

All present then joined in the rendition of "This is the Life, I'm on My Way to Mandalay, Auld Lang Syne and other popular airs."

The officers and committees in charge are appended:

**Officers**  
James O. Newpher, President; Howard B. Arntz, Vice President; Miss Anna Dearbeck, Secretary; Miss Elsie Battye, Treasurer; Miss Mary Ann, Editor.

**Executive Committee**  
Miss Anna Brown, Chairman, Miss Shelly, Miss Martha, Miss May Flowers, John

**Reception Committee**  
Dr. Heilig, Mrs. E. Jay, Mrs. O. G. Longenecker, Frank Shock, Mrs. A. F.

**Banquet Committee**  
Ruth Stoll, Miss Mary B. Dearbeck, Miss Marie Klugh, W. R. Staufner, Chairman.

Conclusion of the foregoing program was climaxed by dancing. Waitz's orchestra of Landisville furnished the music.

A meeting of the Alumni Association will be held Monday evening at the home of the bride in Florin. After the wedding the happy couple left for points throughout the east. They are now at their home in the groom's fine new mansion dwelling on Poplar street. The Bulletin joins a host of friends in wishing them much joy and happiness on their journey thru life.

**New Ice Cream Garden**  
This office printed a lot of circulars for Mr. John B. Gantz of this place, who has opened an ice cream parlor and garden at his residence of Fairview street where he is prepared to serve your wants in the refreshment line at any and all times. He sells McVeey's Cream at only 25 cents a quart. Mr. Gantz makes a specialty of catering for parties, banquets, weddings and social events.

**Festival June 20**  
A festival will be held in the park here on Saturday evening, June 20, when many good things to eat will be served. A band has been engaged to entertain the occasion and everybody is most cordially invited to come and enjoy a pleasant evening.

**Real Estate News**  
Real Estate agent Mr. B. E. Heilig sold the Emanuel Eby property at Florin to Mr. John Raffensberger.

### THE USUAL LARGE ATTENDANCE

Children's Day Exercises in the United Brethren Church Last Sunday

There are occasions when the United Brethren Church here is entirely too small to accommodate the crowds that assemble there. At the Children's Day exercises, many were turned away and this was again true Sunday evening. The crowd began gathering early and even before the exercises began it was impossible to gain admittance.

A very good and lengthy program was rendered as follows: Prelude; Scripture Reading--B. F. Gerber, Assistant Supt.; Prayer--Rev. Long; Song; Mistake Rectified--Howard Mumma; Exercise--A Rosebud Ring, Beginners; Solo--Kathryn Hendrix; Recitation--One Better, Hazel Pennell; Song; Exercise--Primary Girls; Recitation--Ethel Newcomer; Primary Song; Recitation and Song--Miss Greiner's Class; Song Exercise--Ladder of Praise, Mrs. Longenecker's Class; Recitation--The Face With a Smile, Hilda Snyder; Song; Exercise--Sunbeam Fairies, Mrs. Harmon's Class; The Millionaires--Class of Boys; Song; Chorus--Tell Us, The King's Daughters; Recitation--Anna Barto; Recitation--Witmer Eberle; Pastor's Remarks; Offering; Song; Benediction.

### Christian Endeavor Rally

A Christian Endeavor Rally will be held in the Church of God auditorium on Tuesday evening, June 30th. The main feature of the Rally, and one intensely interesting will be the several speakers who are enthusiastic Endeavorers in Dauphin County, Pa. C. D. Rishel was so highly impressed with their addresses that he felt that they should visit Mt. Joy and address a rally here that all the young people of this town should share in the good.

Miss Mary M. Bauchman Erhart will speak on Junior Work, and Master Harold E. Eckert, on Intermediate Work. This is a rare opportunity for our young people. Possibly Lancaster County C. E. Union president John H. Epler will be present to boost the State Convention to be held July 7, 1914 in Uniontown.

### Auto Run for Friendless Children

The Lancaster Automobile Club is planning to have an automobile run and picnic at Hershey Park for the children of the Home for Friendless Children, June 16 being the tentative date selected. Members of the club will take their families on the run and at least one child. It will be a basket picnic but the club will provide the amusements at the park for the children. Other owners of automobiles who are not members of the club but wish to show their hospitality are asked to drop a card to the club's secretary, J. G. Forney, 55 N. Queen street, Lancaster. To make the run interesting the club will offer a prize which will be awarded on the principles governing sociability runs.

### Fellenbaum--Habecker

Last Wednesday evening at six o'clock, Miss Barbara Elizabeth Habecker, daughter of Mrs. Mary Habecker of Florin, was joined in the holy bonds of wedlock to Mr. Reuben T. Fellenbaum, Cashier of the First National Bank in this place, by Rev. F. G. Bossert, pastor of the Presbyterian Church of this place, in the presence of the immediate friends of the contracting parties. The wedding took place at the home of the bride in Florin. After the wedding the happy couple left for points throughout the east. They are now at their home in the groom's fine new mansion dwelling on Poplar street. The Bulletin joins a host of friends in wishing them much joy and happiness on their journey thru life.

### New Ice Cream Garden

This office printed a lot of circulars for Mr. John B. Gantz of this place, who has opened an ice cream parlor and garden at his residence of Fairview street where he is prepared to serve your wants in the refreshment line at any and all times. He sells McVeey's Cream at only 25 cents a quart. Mr. Gantz makes a specialty of catering for parties, banquets, weddings and social events.

### Festival June 20

A festival will be held in the park here on Saturday evening, June 20, when many good things to eat will be served. A band has been engaged to entertain the occasion and everybody is most cordially invited to come and enjoy a pleasant evening.

**Real Estate News**  
Real Estate agent Mr. B. E. Heilig sold the Emanuel Eby property at Florin to Mr. John Raffensberger.

### Mortuary Recordings

#### Charles Linthurst a Former Resident, Died at Wilmington

##### THE ROAD WHICH WE ALL MUST TRAVEL SOONER OR LATER

Some Well Known People From Our Neighborhood Have Passed to the Great Beyond Since Our Last Issue Gave to Their Reward

Mrs. Polly Eby died at Manheim, on Saturday in her 85th year.

Mrs. S. H. Wortendyke died at the home of her daughter at Manheim, aged 79 years.

Jacob D. Saylor died Thursday at Columbia, aged 62 years. John Saylor of Marietta is a brother of the deceased.

Samuel Dissinger of Manheim, was found dead in the stables at the Keystone Hotel, Manheim, on Sunday. He succumbed between two bales of straw. Deceased was 48 years old.

### Miss Barbara Fisher

Miss Barbara Fisher, daughter of the late Henry and Anna McAllister Fisher, died Tuesday night at the home of Joseph H. Fouse on the Marietta turnpike, near Rohrerstown, aged seventy-six years. Death was due to injuries sustained in a fall one week ago.

### Mrs. Adeline Daugherty

Mrs. Adeline Daugherty, of Middle town, well known in this section, died on Monday at her home, after an illness of several months from Bright's disease, although she had been in failing health or two years. She was 65 years of age, and her husband died several years ago.

### Ellen May Herr

Ellen May, daughter of Enos and Frances Herr died at the home of her parents in West Hempfield township, on Monday afternoon at 2 o'clock, aged 1 year, 2 months and 18 days. Funeral services will be held at the house Thursday morning at 9 o'clock and at 10 o'clock in the Memorial Church at East Petersburg. Interment in Petersburg cemetery.

### Charles Linthurst

Word was received here last Thursday morning, announcing the death of Charles Linthurst, who died at Wilmington, Del., early that morning after a lingering illness from tuberculosis, aged 28 years. Deceased was a former resident of this place, having been a member of the ice manufacturing firm of H. F. Brooks & Co., Mrs. Harry Brooks of this place, is a sister of the deceased. The remains were interred near that city.

### Mrs. Anna Nein

Mrs. Anna Nein died Thursday at her home in Marietta from dropsy. She was 37 years of age and was born in Marietta, being a Miss Shickley before marriage. Besides her husband she is survived by the following children: Maggie, wife of John Richard; George, Fred, James, Anna and Eva all of Marietta. One grandchild and the following brothers and sisters also survive: John, Marietta; Mrs. Maggie Spence, Chiques; Mrs. Emma Gilgore, Lancaster; Harry, Fred and Frank all of Marietta. Her stepfather also survives.

### Ellis Wins Easily

Last evening at the boxing show of the Lancaster Athletic Club young Kid Ellis of this place was one bright star. He met young Putt, the pride of Litzitz and won a decisive victory. There was nothing to it but Ellis, who boxed like a veteran. In the third round the Kid caught the Pretzelle with a good stiff right hand upper cut on the jaw and then watched Referee Jack Milley count him out. It was a clean out victory for the best 105-lb. lad in this section. Lew Stinger and Tim Droney boxed a good draw as did also young Russel and Harry White. Charlie Collins of Columbia had an easy time stopping Ben Finefrock in the fourth and Fighting Bob slipped it over on Harry Bason in the final clash. There were many Mt. Joyans in attendance.

### Autos Passed Thru

Five of the nine automobiles in the second run of the Chambersburg Motor Club, passed thru here yesterday afternoon. The cars were making a 165-mile run in seven hours. A telegram this morning stated that the five cars made perfect scores.

### RELIGIOUS NEWS

News From Our Many Local Houses of Worship

**Lutheran**  
Rev. I. H. Kern, Pastor  
Sunday School 9:30 a. m.  
Junior League 6:00 p. m.  
Morning service 10:30.  
Evening service 7 o'clock.

**St. Luke's Episcopal**  
C. Stuart Kitchin, Rector  
Sunday School 9 A. M.  
Morning Prayer and Sermon 10:30.  
Evening Prayer and Sermon 7:30.  
Holy Communion, fourth Sunday in the month at 10:30.

**Methodist Episcopal**  
C. B. Johnston, Pastor  
Sunday School 9:30 A. M.  
Public worship with sermon, 10:30 A. M.  
Children's Day Services, 7:30 P. M.

**Church of God**  
Rev. C. D. Rishel  
Sunday School 9:30 A. M.  
Preaching 10:30 A. M.  
The Sunday School will hold its annual Children's Day service next Sunday evening at 7:30 P. M. An excellent program is being arranged for the occasion.

**Presbyterian**  
Rev. F. G. Bossert, Pastor  
Sabbath School, 9:15 A. M.  
Communion of the Lord's Supper will be observed at 10:30 A. M.  
Children's Day exercises of the Sabbath School 7:30 p. m.

There will be no prayer meeting on Wednesday evening, but Preparatory service will be held Friday evening at 7:30.

**Trinity United Evangelical**  
Rev. N. A. Barr, Pastor  
Sunday School at 9:30 A. M.  
Public worship with sermon at 10:30 A. M. Subject of discourse, "The Unsaved Multitudes at Our Door."

The Sunday School will have its annual Children's Day exercises at 7:30 P. M. A splendid program of recitations and special music has been prepared for the occasion. You are invited and will be welcome at all of these services.

### LOCAL NOTES

News Items Told in a Brief Yet Interesting Way

Double S. & H. Green Trading Stamps at I. D. Beneman's on Saturday, June 13.

Extensive alterations and improvements are now being made at F. B. Groff's North Market street saddlery. Mr. J. M. Backenstoe will bid his friends adieu as proprietor of the Exchange Hotel Saturday night. Everybody is invited to come around. Lunch will be served.

We desire to thank all our friends and neighbors for the many kindnesses and courtesies extended to us in our late bereavement. Mrs. Jacob Arntz and family.

Mr. George Draubenstadt, of this place, will graduate from the University of Pennsylvania at Philadelphia, today after a three year's course.

Quite a number of persons from town attended a recital given by the pianoforte pupils of Miss Della G. Shank, at Rheems last Friday evening. These pupils from this place assisted in the program: Misses Catherine Shire, Mary Eshleman, Erma and Lura Hertzog and Esther Gingrich. Mr. Ralph Eshleman, violinist of this place, gave several delightful numbers.

### SALE NEXT MONDAY

J. B. Keller & Bro. Will Offer 49 Head of Live Stock June 15

If you want a good cow, one of the kind that produces milk, don't fail to attend the next sale of J. B. Keller & Bro. at their stock yards here next Monday, June 15 as they will offer a specially fine lot of Lykens Valley and Lancaster County fresh cows and springers. They consist of fresh springers and backward cows, consisting of Holsteins, Durhams, Jerseys, Brindles. Also some Holstein heifers. Don't miss this sale if you want a good Lykens Valley Cow. They have plenty of milk. Also a lot stock bulls and a few fine shoats. The shoats will be sold first.

### Autos Passed Thru

Five of the nine automobiles in the second run of the Chambersburg Motor Club, passed thru here yesterday afternoon. The cars were making a 165-mile run in seven hours. A telegram this morning stated that the five cars made perfect scores.

### The News at Florin

#### Children's Day Program Will Be Rendered Sunday

##### LOCAL AND PERSONAL MENTION OF THE WEEK

What Has Transpired in That Thriving and Industrious Village as Gathered by Our Reportorial Staff

Mr. and Mrs. Henry Young spent Sunday at Elizabethtown.

Miss Mary Dulebohn of Lancaster was a Sunday visitor to town.

C. A. Wiley and family spent Sunday with Jacob Wogemuth.

Lost--A watch fob. Reward for its return to Oscar Young, Florin, Pa.

Mr. Jonas Culp of Harrisburg, made a business trip to town Tuesday.

Mr. Frank Shuler of Philadelphia was the guest of friends in town Sunday.

Mr. Harry Leib visited his parents at Lancaster on Saturday and Sunday.

The festival held in the Park on Saturday evening was a grand success.

Miss Myrtle Sprout and friend of Setlla Wachstetter.

Mr. Christ Blottenberger of Landisville spent Sunday with his sister, Mrs. Amos Winters.

Mr. John Hess and family of near Lancaster spent Sunday with Mr. and Mrs. Amos Hiestand.

Mr. and Mrs. Harry B. Young and daughter Edna near Marietta, visited friends in town Sunday.

Rev. Daniel Freymeyer of Turtle Lake, Wis., spent several days with his brothers, John and Henry Freymeyer.

Miss Dora Wagner of Palmyra spent several days with her grandparents, Mr. and Mrs. Ephraim Hertzler.

Mr. G. Musselman and family of Harrisburg, spent Saturday and Sunday with Mr. and Mrs. H. S. Musselman.

Mr. John A. Stoll is spending some time at Ephrata, the guest of his uncle, Mr. H. H. Singer and family.

Miss Grace Flowers of Elizabethtown spent Saturday and Sunday with her grandparents, Mr. and Mrs. Jefferson Bishop.

Mr. Charles Bishop and friend Miss Agnes Steffy spent Sunday as guests of the former's parents, Mr. and Mrs. Jefferson Bishop.

Turned to her home at Millerstown after spending several weeks with Mr. Henry Young and family.

Miss Ella Beameseder, Mrs. J. H. Dukeman, Mrs. C. A. Wiley and others spent Thursday near Mt. Gretna with the family of George Kreider.

Mr. and Mrs. Harry Niedenthal of Philadelphia spent Saturday and Sunday in town the guests of their son, Mr. Harry Niedenthal, the able bar clerk at the Florin Hotel.

County Committeeman H. S. Musselman of Mt. Joy township, attended the election of the democratic party at Lancaster on Monday, at which Mr. B. F. Davis was elected chairman.

The following guests were entertained at the home of Mr. and Mrs. Ed Booth on Sunday: Miss Beulah Danner of Landisville, Miss Katie Gochbauer of Litzitz, Mr. and Mrs. Amos Kaylor, son and daughter Irvin and Florence, Mr. Harry Kaylor and family, Miss Nedra Kaylor, Claude Frank, Mahlon Foreman and Mrs. Simon Menough of Mt. Joy.

The following Children's Day program will be rendered by the U. B. Sunday School on Sunday evening, June 14:

Song, Choir; Scripture Reading; Prayer; Welcome Exercise, Four girls; Recitation, John Vogel; Exercise, Three girls; Recitation, Mildred Booth; Exercise, Six girls; Song, Choir; Recitation, Grace Hamilton; Recitation, Esther Garber; Exercise, Two girls; June Roses and Song; Recitation, Miriam Freymeyer; Recitation, Stanley Booth; Address, Rev. J. B. Funk; Offering; Primary Song; Exercise, Three girls; Recitation, Ruth Kraybill; Exercise, Seven boys; Recitation, Elizabeth Keener; Exercise, Class of girls; Song, Choir; Pantomime, Jesus Lover of My Soul; Benediction. Everybody welcome. Services will begin at 7:15.

### A MARKET HOUSE

This Is Surely a Necessity in Mount Joy

By an advertisement elsewhere in this issue it may be seen that on July 7th, application will be made to the Governor of Pennsylvania for a charter for a corporation to be known as the Mount Joy Market House Company.

This is a very good move on the part of the incorporators and a much needed necessity in this town. Furthermore it should prove a paying proposition as we have enough people to support a good market and we are surrounded by a lot of first class farmers, who, we feel certain, will attend.

The incorporators are Messrs. Albert Strickler, Landis Charles, Amos S. Weidman, Monroe B. Forney, Abner M. Hershey, S. G. Myers and H. G. Hagenberger.

The object of the company is the buying of ground and securing or building a market house for the sale of meat, vegetables, victuals, and provisions.

Mr. Isaac R. Herr is the solicitor.

### THE FRANK-GREIDER SALE

Will Offer a Large Lot of Cows and Shoats Friday, June 12

There will be quite a big sale of live stock at M. A. Spickler's Washington House stables in this place on Friday, when Mr. C. S. Frank and Cleon F. Greider will offer a large lot of stock.

Mr. Frank will sell 15 head of extra fine cows, consisting of Holsteins and Durhams, some fresh and close springers and a large lot of home raised shoats.

Mr. Greider will offer a carload of extra fine cows, consisting of Holsteins, Durhams, Jerseys, fresh and close springers. Mostly home raised cows. Among them are some good big milkers. This is a very fine lot of cows.

### New Pastor Installed Sunday

Rev. William J. Lowe, graduate of the Reformed Theological Seminary, at Lancaster, was installed as pastor of the Reformed church, at Maytown on Sunday. Rev. Lowe is thirty-three years old and was formerly of Reading. He was born in Philadelphia. He was elected to the Maytown charge in March. The congregation is 149 years old and there are 110 active members on the church roster.

During the middle year in the Seminary at Lancaster, Rev. Lowe acted as a supply-pastor of the Presbyterian Mission chapel in Marietta, and in October 1913, was elected supply-pastor of the Maytown church.

The Rev. and Mrs. Lowe and son, David, will move to the Maytown charge about June 15, where they will take up their residence in the newly remodeled parsonage of the congregation.

### A Small Fire

At 2:15 last Thursday morning, the blacksmith shop of Mr. C. F. Bacon at Chickies, was discovered on fire by a passerby who immediately aroused the neighbors. They responded and soon extinguished the flames but only after some damage to the sills and weatherboarding. There is every indication that the building was set on fire and that oil had been used to kindle the flames.

### Stump's Grand Opening

Mr. Albert H. Stumpf, proprietor of the Farmers' Inn, in this place, is advertising a grand opening to be held at this well known hostelry on Thursday, June 18. It will be an all day event. Free meals will be served and there will be a grand band concert in the evening. "Alle" extends a general invitation to all his friends to attend.

### ICE! ICE! ICE!

I wish to inform the public that I have housed 1800 tons of nice, clear, pure spring water ice of extra good quality which I am selling considerably lower than last summer. Ask for prices, wagons run through Florin and Mt. Joy daily your trade solicited.

C. S. FRANK

### Notice

Miss Welsh requests that all children under ten years of age shall come in company with their parents or other adults and be seated with them in the audience. There are no reserved seats and the program will begin at 7:30 tomorrow evening.

### Performed an Operation

Drs. Bowers and Reif of Lancaster and W. M. Thome of this place, performed an operation on Miss Ada Shelly on Monday. At this writing she is doing as well as can be expected.

### Personal Happenings

#### Findings of Our Many Reporters the Past Week

##### THE WHEREABOUTS OF OUR FRIENDS THE PAST WEEK

What Our Able Corps of Reporters Found in the Card Basket About Yourself, Your Friends and Your Acquaintances

Mr. H. W. Shaw of New York, was seen about town Monday.

Mr. Nathan Double of Harrisburg, spent Monday in the boro.

Miss Barbara Hemperly is spending the week at Steelton.

Mr. Lester W. Weaver of Philadelphia, spent Saturday in town.

The faithful old sorrel horse of G. N. Newcomer died on Monday.

Mrs. John H. Bressler of Lebanon, was a visitor to town last week.

Mr. Harry H. Ulrich of Lebanon, was seen in town on Saturday.

Mr. and Mrs. A. Zaeffel of Harrisburg, were in town Saturday.

Mrs. D. D. Ulrich and daughter of Annville, spent last Friday in town.

Mrs. Frank Baker is able to be about again after a spell of sickness.

Mr. P. P. Weiss of Harrisburg, spent yesterday in town with friends.

Miss Evaline Stevens of Harrisburg, was a Sunday visitor in town.

Mr. and Mrs. S. P. Heilman M. D., of Lebanon, were week-end visitors here.

Mr. Frank Sweer of Wheeling, W. Va., was here on business last Friday.

Mr. F. S. LaChance of Harrisburg, was in town the latter part of last week.

Mr. F. P. Spangler of New York City, spent Saturday here with friends.

Misses Nora M. and Lizzie Snively of Cleona, called on friends here last week.

Mrs. Lucy Stoier left Monday for a week's stay at Philadelphia and Atlantic City.

Mr. J. Harry Roland of Philadelphia, was calling on friends here yesterday.

Messrs. J. Frank Stevens and Harry H. Greiner of Stevens, were circulating in town yesterday.

Mr. and Mrs. B. F. Stoner and son James of Waynesboro were guests of Mr. and Mrs. Elwood P. Roberts last week.

Mr. and Mrs. John Henry of Harrisburg spent Sunday in town as the guests of their niece, Mrs. Thomas J. Stark.

Messrs. Ray Engle and Walter Fry left last evening for Abilene, Kansas, where they expect to remain for some time.

Mr. J. S. Hamaker began making extensive alterations and improvements at Mr. J. B. Keller's East Main

(Continued on page 5)

### Hatched Many Chicks

Mr. Newpher Smeltzer of this place, is engaged quite extensively in custom hatching and thus far this season has hatched over five thousand chicks. In season he operates seven incubators and at present has 1600 eggs in a hatch. This spring Mr. Smeltzer supplied chicks to parties throughout various points in this and New York states.

### Reunion at Donegal

The sixth annual reunion of the Donegal Presbyterian Church will be held next Wednesday, June 17. There will be a historical session in the forenoon, the Donegal Society will meet at 2 P. M., the D. A. R. Session at 3 P. M. and the popular meeting at 7:30 in the evening.

### Cleaned the Basin

The reservoir was given a thorough cleaning on Saturday night by the Water Committee. The usual amount of mud that is bound to accumulate from time to time, is all that was found. The sides of the basin were thoroughly scrubbed.

### Tested the Engine

The members of Friendship Fire Company No. 1 tested the engine last Friday evening. The test was made on North Market street. Four streams were thrown, using four 1-inch nozzles. The engine worked to perfection.

If its Clothing you want, read Beneman's ad.