

BULLETIN

MT. JOY, PA.

Editor & Prop.

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 Sample Copies.....FREE

Entered at the post office at Mount Joy as second-class mail matter. All communications must have their communications reach this office not later than Monday. Telephone news of importance between that time and 12 o'clock noon Wednesday. Changes for advertisements must positively reach this office not later than Monday night. New advertisements inserted if copy reaches us Tuesday night. Advertising rates on application.

The Dead Town

Did you ever go into a town and, as you stepped from the train, have it strike you suddenly that the town was dead? Have you ever had a town described to you as a "dead" town? Have you ever stopped to analyze just what is meant by these words "dead town?" In the last analysis they mean just one thing and that is that the merchants of the town don't advertise. A dead town has certain positive aspects of demise which are as bald as a piece of crepe hanging on the door of a private house. The stores seem to be merely existing. Their shelves are covered with apparently unsaleable goods. The storekeepers seem to be vying with each other to see which will win the first prize as the town grouch. If you talked with them they knocked the town, they knocked business, they knocked the mail order house. They were continually complaining that other people did business and made money but that they didn't seem to be able to sell anything. They guessed it was the town. Yes, that was it, the town. If you asked that merchant if he advertised, he would have looked at you with amazement. What was the use of advertising when business was so bad? People who had money to spend, he would tell you, were sending it to the mail order houses. No, he would say he didn't advertise? He wouldn't throw good money after bad. On the other hand, go into a live town and what will you see? The merchants have attractive displays in their stores. The daily or weekly newspapers are filled with big announcements of special sales or low priced goods. They are not afraid of the mail order houses because they have the same means to reach the people, advertising that makes the mail order house great. The merchants have their local association for mutual help, and behind the association the local newspaper is pushing-pushing pushing. Everybody is working and everybody is happy and boosting. If you want a live town get behind the newspaper and the newspaper will do the rest. Forget the timeworn arguments that the paper is a dead one. The paper is alive enough if the people are alive. The surest test of a live town is a live newspaper, and a newspaper can't be alive unless the town boosters do their share.

LANCASTER JUNCTION

Mrs. Pauline Fetter is able to be about again.
 Master Herbert Hartranft is the guest of his grandmother for a few weeks.
 Mr. and Mrs. Isaac Walborn and children, visited Manheim friends on Sunday.
 Mr. and Mrs. Paul Long, Miss Ella Balmer and Mr. Lloyd Long visited Mr. and Mrs. Aaron Long on Sunday.
 Mr. and Mrs. Wm. Heisey and son Jonas, Mr. and Mrs. John Snaveley and children, took an auto trip on Sunday.
 Mr. and Mrs. Joseph Breneman and grandson Earl Miller, visited in the home of John Snaveley on Sunday evening.
 Mrs. Jacob Weaver, Miss Stella Weaver and the former's grandchild spent Saturday evening with Mrs. Emlen Fetter.
 Mr. and Mrs. Clayton Breneman entertained the following Sunday: Mr. and Mrs. Elmer Miller, Mr. and Mrs. Joseph Breneman, and Messrs. Benj. Brandt and Walter Breneman.

RAMSEY'S CORNER

Mr. Charles Frank spent Monday at Lancaster.
 Miss Lillie McCurdy spent Sunday with Elizabeth Frank.
 Miss Anna Albright was on the sick list a few days last week.
 Mr. and Mrs. Richard Albright and son Richard spent Saturday and Sunday at York.
 Mrs. Wm. Dupes was confined to the house several days last week on account of sickness.
 Mrs. Wm. Smith and daughter Stella, spent a short time Wednesday visiting Mrs. Irvin Selz.
 Mr. and Mrs. J. W. Frank and two daughters, Elizabeth and Wyllisene, spent Sunday with Charles Frank family.
 Mr. and Mrs. Norman Hershey and daughter, Sarah spent Sunday at Middletown, as the guest of Lincoln Erb and family.
 Mr. Clayton Farmer, Jr., who is student at Pennsylvania College, has returned to his Christmas vacation.



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A Merry Christmas

The Christmas Spirit is the spirit of giving; the sense of something for somebody else to whom we want to give pleasure.

Our part of it, as dealers in merchandise, is to provide gifts, some costly, some very inexpensive; things that men want to receive; things that you want to give. It doesn't make much difference what you pay for the gift--much or little doesn't count; "the gift without the giver is bare," said the poet.

You'll find a big selection here

We have all sorts of things that men and young men and boys like for their personal use. Things to wear mostly--

Hart Schaffner & Marx clothes and all sorts of lesser articles of apparel. We give here a few suggestions; we have tried to make gift-giving to men easy for you

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| Bath Robes \$3.00 to \$5.00 | Neckwear 25c to \$1.00 | Mackinaws \$5.00 to \$8.50 | Shoes \$2.00 to \$5.00 | Trunks and Bags \$1.00 to \$5.00 | Gloves 25c to \$1.00 |
| Fur Caps \$2.00 to \$5.00 | Scarfs 25c to \$3.00 | Sweaters 50c to \$8.50 | St. Nick Boots \$1.50 Special | Watches \$1.00 to \$5.00 | Raincoats \$2.00 to \$5.00 |
| Shirts 50c to \$3.50 | Belt Sets 25c to \$1.00 | Umbrellas \$1.00 to \$4.00 | Suspenders 25c to \$1.50 | Handkerchiefs \$1.00 to \$5.00 | Hosiery 15c to \$1.00 |

Getz Bros., Mount Joy, Pa.

The home of Hart Schaffner & Marx clothes