

"All Advertising is Retail and Local"

"All advertising is retail and local in the end no matter where printed or by whom paid for", writes James H. Collins, business expert.

Every merchant, manufacturer or distributor who advertises should tack that sentence over his desk and read it over before he decides upon his advertising plans.

Unless your message is retail and local, it misses the mark, for final sales are both retail and local.

The newspaper, being essentially local, and the great mouthpiece for the retailers, is obviously the medium for the thoughtful who are looking for sales.

M. K. Enterline

DEALER IN

Rickenbacker Columbia and Gray Automobiles

Rheems, Penna.

THE QUESTION OF HEAT

The time of the year is here when you will need heat. If you want a new heating plant installed, that's where we come in. We make a specialty of that kind of work. Possibly your present heating system needs some attention. Better have it attended to immediately. We will be pleased to have your inquiry.

WE MAKE A SPECIALTY OF

PLUMBING IN ALL ITS BRANCHES

A General Line of HARDWARE

Brown Bros.

West Main Street. MOUNT JOY

The Sweetest Talcum Ever Sold

JUNEVE

A regular 25 cent box will be sold for 19 cents. Try One.

The Rexall Store

E. W. GARBER, MOUNT JOY

CHAS. Z. DERR

AND LONG DISTANCE TRUCK SERVICE

ING ESPECIALLY

Mount Joy, Pa.

THE PRODUCE AND LIVE STOCK MARKET

CORRECT INFORMATION FURNISHED WEEKLY BY THE PENNA. BUREAU OF MARKETS FOR THE BULLETIN

Lancaster Livestock Market slow. Beef steers compared with week ago fully steady, best grades tending higher, quality plain, top \$8.50, bulk \$7.25-8.00. Compared with same week last year, top \$10.50, bulk \$7.25-8.25. Bulls, she stock and canners closed about steady. Calves 50c lower than week ago, top vealers \$13.00. Hogs closed steady, bulk to butchers \$8.25-\$8.50. Stockers and feeders: good grades scarce and sold higher in sympathy with higher costs at Western markets, a fair grade weighing 800-900 lbs., also sold 15c higher than week ago; common lightweights and plain mixed weights were plentiful and sold as low as any time this season. There were more buyers in market for good weight cattle with flesh than any week this year. A choice lot of pure bred Angus yearlings, average weight 860 lbs., were sold Saturday morning to a local feeder at \$13.50 per cwt. These animals will compete in the spring Fat Cattle Show.

Receipts for Saturday's market: 27 cars cattle from the following points: 9 Va., 7 Canada, 4 N. Y., 2 St. Paul, 2 Chicago, 2 Penna., 1 Buffalo containing 739 head, 7 head driven in from nearby farms. Total, 746 cattle, 191 hogs.

Receipts for week ending Nov. 10, 1923: 252 cars cattle from the following points: 77 Va., 57 St. Paul, 27 Chicago, 12 Canada, 17 Tenn., 9 Penna., 9 Kentucky, 8 St. Louis, 12 W. Va., 5 Buffalo, 5 N. Y., 4 Pittsburgh, 4 N. C., 3 Michigan, 2 Iowa, 1 Indiana containing 7258 head. 112 head driven in from nearby farms. Total, 7370 cattle, 100 calves, 1756 hogs, 97 sheep.

Compared with same week last year: 302 cars cattle containing 8826 head, 168 calves, 1482 hogs, 80 sheep.

Range of Prices	
STEERS:	
Good to choice	\$8.00-9.25
Fair to good	\$7.50-8.00
Medium to fair	\$6.50-7.50
Common to medium	\$5.00-6.50
BULLS:	
Good to choice	\$5.50-6.75
Fair to good	\$5.00-5.50
Medium to fair	\$4.50-5.00
Common to medium	\$3.00-4.50
HEIFERS:	
Choice to prime	\$7.25-7.75
Good to choice	\$6.75-7.25
Medium to good	\$5.50-6.75
Common to medium	\$3.75-5.50
COWS:	
Good to choice	\$5.00-6.00
Medium to good	\$4.00-5.00
Common to medium	\$3.25-4.00
Canners and cutters	\$1.25-3.25
FEEDING STEERS:	
Good to choice	\$7.25-8.00
Fair to good	\$5.25-7.25
Common to fair	\$4.00-5.25
STOCK STEERS:	
Good to choice	\$6.75-7.50
Fair to good	\$5.00-6.75
Common to fair	\$3.00-5.00
STOCK BULLS:	
Good to choice	\$5.50-6.25
Fair to good	\$4.25-5.50
Common to fair	\$3.00-4.25
CALVES:	
Good to choice	\$12.00-13.00
Medium	\$7.00-12.00
Common	\$3.50-7.00
HOGS:	
Heavyweight, 200-250	\$8.50-9.00
Mediumweight, 150-200	\$8.25-8.75
Lightweight, 100-150	\$8.00-8.50
Rough Stock	\$6.00-8.00

Lancaster Grain and Feed Markets Prices to Farmers

Wheat	\$1.05 bu.
Corn	\$1.15 bu.
Ray (baled)	\$1.15 bu.
Timothy	\$24.00-26.00 ton
Straw	\$10.00-11.00 ton
Selling Price of Feeds	
Bran	\$42.50-43.50 ton
Shorts	\$42.00-43.00 ton
Hominy	\$50.00-51.00 ton
Middlings	\$44.00-45.00 ton
Linseed	\$56.00-57.00 ton
Gluten	\$57.00-58.00 ton
Ground Oats	\$41.00-42.00 ton
Cottonseed 43%	\$59.00-60.00 ton
Dairy Feed 15%	\$39.00-40.00 ton
Dairy Feed 16 1/2%	\$42.00-43.00 ton
Dairy Feed 20%	\$47.00-48.00 ton
Dairy Feed 24%	\$53.50-54.50 ton
Dairy Feed 25%	\$55.50-56.00 ton
Horse Feed 85%	\$46.50-47.50 ton

Lancaster Grain and Feed Markets Prices to Farmers (continued)

Beets: Homegrown, good supply, 5-10c bunch.
Beans: Homegrown and Md., yellow and green, fair supply, 15-20c 1/4 peck. Limas, 30-35c qt. box.
Cabbage: Homegrown, good supply and condition, new stock 5-10-15 head.
Carrots: Southern, good supply, 5c bunch, 10c qt. box.
Corn: Homegrown, good supply, 20-40c dozen.
Cucumbers: Md. and homegrown, 5-10c each. Some smaller, 3 for 10c.
Pickles 60-100 per hundred, according to size.
Celery: Homegrown and N. J., fair supply, 5-20c stalk.
Cauliflower: Homegrown, 15-30c head.
Egg Plant: Southern, 10-15-20c each.
Lettuce: Nearby, 10-20c head.
Leafy Iceberg, 20-25c head.
Endive: 5-10c head.
Onions: Homegrown and Ohio, fair supply, 10-15c qt. box.
Parsley: Homegrown, good quality, 1-5c bunch.
Peppers: Homegrown, fair supply and quality, 1-3-5c each.
Potatoes: Nearby Irish Cobbler, new stock, 15-20c 1-4 peck, \$1.75-2.25 bushel. Small, \$1.00-1.50 bu.
Peas: Homegrown and N. J., fair supply, 25-30c 1-4 peck.
Parsnips: Nearby, fair supply, 10c qt. box.
Rhubarb: Nearby, fair supply, 5c

WANTS TO HELP OTHER WOMEN

Grateful for Health Restored by Lydia E. Pinkham's Vegetable Compound



Chicago, Ill.—"I am willing to write to any girl or woman who is suffering from the troubles I had before I took Lydia E. Pinkham's Vegetable Compound. My back always ached, so I could not go about my housework, and I had other troubles from weakness. I was this way for years, then my sister-in-law took the Vegetable Compound and recommended it to me. In the time I have been taking it and it has done wonders for me. I keep house and am able to do lots of work besides."—Mrs. HELEN SEVCIK, 2711 Thomas St., Chicago, Ill.

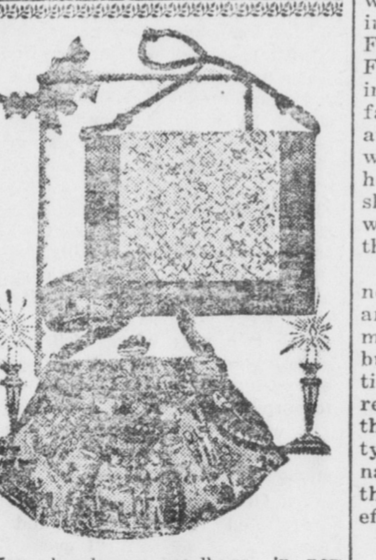
Women suffering from female troubles causing backache, irregularities, pains, bearing-down feelings and weakness should take Lydia E. Pinkham's Vegetable Compound. Not only is the worth of this splendid medicine shown by such cases as this, but for nearly fifty years this same sort of experience has been reported by thousands of women.

Mrs. Sevcik is willing to write to any girl or woman suffering from such troubles, and answer any questions they may like to ask.

-10c bunch.
Radishes: Homegrown, 5-10c bunch.
Squash: Nearby, good supply, 5-10c each.
Sweet Potatoes: Dela. and homegrown, fair supply, 15-20c 1-4 peck.
Spinach: Homegrown, fair supply, 10-15c 1/4 peck.
Tomatoes: Homegrown and Tenn., good supply, 8-15c qt. box. 5-8 basket, 50c-\$1.00.
Turnips: N. J., fair supply, 20-25c 1/4 peck.
Butter: 50-60c lb. Creamery 55-60c.
Eggs: 46-50c dozen, mostly 48c.
Poultry: Dressed chickens, \$125-2.00 each. Springers, 50-\$1.00.
Squabs, 25-40c each. Ducks \$1.50-2.00 each.

Fruits
Apples: Homegrown, supply good. Summer Rambos and other varieties, 15-40c peck. Crab apples, 25-30c 1/2 peck.
Bananas: Jamaica, good supply, 25-35c dozen.
Cantaloupes: Homegrown and Md., good supply, 5-10-12-15-25c each. Colorado 10-15-20c each.
Quinces: Homegrown, fair supply, 15-25c qt. box.
Grapes: Homegrown: Concord and Niagara, fair supply, 10-20c qt. box. 5-8 basket 75c-\$1.00. Cal. 15-20c lb.
Grape Fruit: Fla., fair quality, 10-20c each.
Lemons: Calif., good quality and supply, 30-40c dozen.
Oranges: Calif. and Fla., fair supply and condition, 25-75c dozen.
Peaches: Homegrown and Ga., fair supply, 12-25c qt. box. 5-8 basket, 75c-\$1.50.
Plums: Calif., 10-15c qt. box.
Nectarines, fair supply, 5-10c qt. box.
Pineapples: Fair supply, 25-40c each.
Pears: N. J. and homegrown, fair supply, 10-20c qt. box.

Designs in Silk Bags



Very handsome handbags, in new patterns of figured or brocaded ribbons, will make their recipients happy this Christmas. The envelope bag pictured is made of tawestry ribbon, bordered with black, and the bag below it reveals a richly colored Egyptian design with mock jewels set along the mounting. Both are lined with plain silk, and colors are chosen to suit individual fancy.

SPORTING HILL

Mrs. Martin Zimmerman and son, Augustus, spent the week-end at Lancaster. Evangelistic services were held in the Sporting Hill church every evening last week. Miss Vera Hunchberger and Miss Grace Fass, of Manheim, called on Miss Edith Nisley on Sunday. Mr. and Mrs. Daniel Miller, of Mastersonville, spent Sunday in the home of Mr. and Mrs. Allen Hoffer. Mr. and Mrs. Benj. Horst and children, Leona and Geraldine, spent Thursday at Mt. Hope in the home of Mr. and Mrs. Levi Seitz. Mr. and Mrs. A. H. Degler entertained the following guests on Sunday: Mrs. Edith Ginger and children, Betty and Sammy; Mrs. Bessie Yeager, Miss Katie Degler, Mr. and Mrs. Norman Coble and children, Evelyn, Meryl and Gertrude; Mrs. Kate Miller and grandson, Russel Schmidt, all from Lancaster; Harry Shipman, Miss Cora Moore, Miss Peace, Mrs. Howard Miller, of Philadelphia; Howard Miller spent Wednesday until Sunday in the same home.



In 1838, Henry Coleman, Commissioner of Agriculture in the Commonwealth of Massachusetts, wrote: "The rewards of agricultural labor in Massachusetts are ample, in that an industrious man may obtain by skillful and active agriculture not only a comfortable subsistence, but his gains will prove so much more than his real and reasonable wants, that in ordinary circumstances he may early enjoy the satisfaction of a domestic connection, have the means of healthful and innocent luxury, raise and well educate a numerous family, exercise a generous hospitality, and lay up a competent provision against the casualties of human affairs and the decline of life. All this may be done in the exercise of a good conscience with a single pair of hands; and with no other than the joint aid of a loving and growing household; and in such cases the ever sure blessing of a kind Providence. It is on this account, then, that agriculture deserves every encouragement that the State can give. It has likewise an intimate connection with good morals, and the support and purity of our republican institutions."

To-day Massachusetts has one of the best of State highway systems. Though perhaps less devoted to agriculture now than then, because of the great factories which have come to her, Massachusetts has never wavered from Coleman's idea that agriculture deserves every encouragement the State can give. And there is no greater encouragement than the provision of good roads everywhere.

Doubtless Coleman hoped for, in 1838, what we hope for now, "a paved United States in our day." His hope was doomed to disappointment. But this is 1923, not 1838. The United States has the money, the people, the votes, the engineers, the roads to improve. All that stands between us and that paved United States, which will indeed give to agriculture every encouragement the country can give, is the inertia of the old idea, and the completion of the education of us all that what we want, need, must have, is national highways and good roads everywhere.

WHY SHOULD FRANCE EXCEL U. S. IN ROADS?
France has 24,000 miles of national highways, 160,000 of departmental and intercommunication highways and 185,000 miles of parish or vicinal roads. The national highways approximate six and one-half per cent of France's highway system.

There are running on the roads of France 300,000 motor cars, less than one per mile of road.

The United States has 2,882,198 miles of roads, of which a tiny small fraction of one per cent might be denominated national highways by a stretch of the imagination, which would include roads in national parks and on such reservations as the Canal Zone and the District of Columbia under the term "national highways."

The United States has 13,000,000 motor cars running upon its highways, or more than four per mile of road.

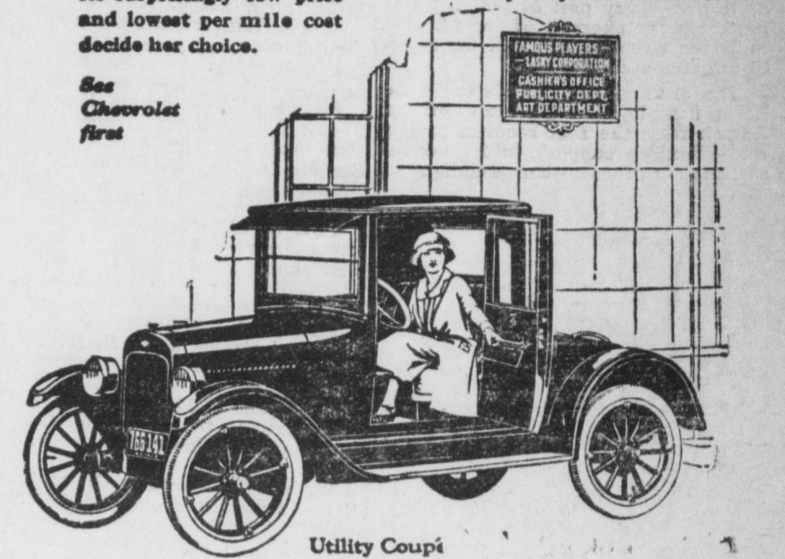
Novel Gifts of Ribbon



A large proportion of the gifts that contribute most to Christmas joys are small furnishings and personal belongings that friends make for one another. The picture above illustrates a case for a score tablet and a sewing case, both made of ribbon. Black and gold is favored and a heavy black satin ribbon with sprays of gold wheat is used for the score tablet case while black moire makes the sewing case. In each, narrow gold braid is used for binding and plain black satin for lining. The tablet case carries a pencil and may be made to carry cards.

The Car for the Girl in Business

The modern business woman needs her own personal transportation medium. Chevrolet Utility Coupe with high-grade body, refined upholstery, plate glass windows, artistic fittings, stream-lines and riding comfort, fully meets her quality requirements. Its mechanical efficiency and ease of handling make strong appeal, and finally its surprisingly low price and lowest per mile cost decide her choice.



E. B. ROHRER
Mount Joy, Penna.

Furniture

ARE YOU BUYING SATISFACTION WITH YOUR FURNITURE AND CARPETS? QUALITY AID SERVICE MAKE FOR SATISFACTION. WE ASSURE YOU OF ALL THREE WE ARE DEPENDABLE

Westenberger, Maley & Myers
125-131 E. King St., Lancaster, Pa.
6 O'Clock Closing Saturdays

PAPERHANGING AND PAINTING

Will give my entire time to Painting and Paperhanging Let me estimate on your work. Will do papering myself and employ only experience Painters. Prices Reasonable. Will go anywhere, Town or Country.

C. A. WEALAND
MOUNT JOY, PA.

UPHOLSTERING and FURNITURE REPAIRING

I am prepared to do all kinds of FURNITURE REPAIRING and UPHOLSTERING at my residence. Have those old pieces of Furniture made like new. My charges are very reasonable and I guarantee satisfaction on all work.

CHAS. E. THOMAS
218 E. Donegal St., MOUNT JOY, PA.
Sept. 19-21

COAL COAL

ALL SIZES AND KINDS OF COAL ON HAND FOR IMMEDIATE DELIVERY. CARDS ARE NOT USED ANY MORE.

F. H. BAKER
TRY SUCRENE DAIRY FEED FOR MORE MILK
USE SUCRENE DRY MASH FOR CHICKENS FOR MORE EGGS
LUMBER and COAL
Both Telephones MOUNT JOY, PENNA.

Girls Wanted

HERSHEY'S BARBER SHOP
3 BARBERS. GOOD SERVICE
Children and Ladies' HAIR BOBBING A SPECIALTY
Try and be convinced
Agent for Manhattan Laundry
Jos. B. Hershey, Propr.
THE LOBLANC COMPANY
Formerly The Herrmann Aukam & Company Factory
sept. 26-27