

**Ford**  
THE UNIVERSAL CAR

**Forecasting A Tremendous Spring Demand**

**739,626**

more Ford cars and trucks were produced last year than the previous year, an increase of over 50 per cent.

In spite of this tremendous increase in production, it was impossible to meet delivery requirements during the spring and summer months when orders for 350,000 Ford Cars and Trucks could not be filled.

This year winter buying for immediate delivery has been more active than ever before—and in addition 200,000 orders have already been booked through the Ford Weekly Purchase Plan for spring delivery.

These facts clearly indicate that the demand during this spring and summer will be far greater than ever, and that orders should be placed immediately with Ford Dealers as a means of protection against delay in securing your Ford Car or Truck or Fordson Tractor.

**Ford Motor Company**  
Detroit, Michigan

A small deposit down, with easy payments of the balance arranged, or your enrollment under the Ford Weekly Purchase Plan, will put your order on the preferred list for spring delivery.

See the Nearest Authorized Ford Dealer

**BIG AUTO SHOW AT LANCASTER FEB. 6 TO 9**

The twelfth annual Lancaster Automobile Exposition, which will be held in the Arcade Garage, North Prince street, Lancaster, February 6 to 9, inclusive, will be the greatest event of its kind in the automobile history of Lancaster county.

Nearly one hundred cars will occupy the third floor of the Arcade Garage where the show is to be held. All of the new models—open and closed—will be exhibited to the host of motor fans who will make Lancaster their Mecca from February 6 until Saturday, February 9. The wonderful achievements in the automobile world during the past year will be brought out in the magnificent displays of the beautiful 1924 models of practically every make of car known locally.

Among the many special features and attractions planned by the Lancaster Automobile Trade Association, under whose management the twelfth annual show is being held, will be the showing of several new cars which made their debut in the motor world at the New York and Philadelphia Automobile Shows. Great interest has been aroused in these new cars which present novel features in automobile manufacture. In addition to the wonderful exhibits of automobiles, the 1924 Exposition at Lancaster will include four complete accessory exhibits. Every conceivable contrivance for the increased safety and enhanced beauty of the car and the greater comfort of the automobilist will be found in these accessory displays which will show all the latest improvements in this field.

Music every afternoon and evening of the Show will be furnished by Bowman's Alpine orchestra. Elaborate decorations, with beautiful lighting and color effects blending harmoniously with the brilliancy of the display booths will make the Automobile Exposition a "thing of beauty" as well as of the greatest practical worth to all those attending. The admission is fifty cents.

**OWL-LAFFS**



By O. W. L. (On With Laughter)

Been so blamed cold it has the ink runnin' rather thick but I'll try and pull a few to amuse you this week.

A young fellow called yesterday and said he was about to get married but he felt a little leary as his girl is continually talking about his life insurance. I told him to get another girl.

We have a lady working at the Industrial Works,—I know she saw at least thirty-three summers—who swears she was never kissed. I told her that I don't blame her as that's enough to make any girl swear. I'll gamble if I worked around that institution she couldn't truthfully make that assertion.

A lady from Florin who is employed at the Shoe Factory says she is so true to her lover that she wouldn't even let a policeman pinch her.

We have a woman here in town that hugs and kisses her pup so much that from the expression on the dog's face last time I saw him he wished he was her husband so he would get a rest and George Germier wishes he was the pup.

A boy in our Fifth Grade was asked to name a few drugs usually purchased in a drug store. He replied: Ice cream, sodas and postage stamps.

Many people in Mount Joy, (as April first draws nearer) are in a- bout the same predicament as the poor flea which I can't best describe poetically.

Two little fleas together sat, And one to the other said, "I have no place to hang my hat, Since my old dog is dead. 'I've traveled this world from place to place, And further will I roam, But the first darn dog that shows his face, Will be my home sweet home."

A boy down at the Garfield school told his teacher: "When they don't have enough sky to reach around, they fill up the holes with clouds."

We are certainly living in a fast era. Nowadays you can get married in two minutes and drink yourself to death in one. Going some, eh?

I watched a certain couple walk up Main street Sunday night and said to myself: "It's a darn good thing that love is blind or many of our folks would be bealess. That applies to both sexes, too."

George Carpenter says everybody shaves nowadays except the Smith Brothers and a few old maids.

Postmaster J. W. Eshleman tells us that the United States uses 40 tons of postage stamps weekly. That's pretty good evidence that people should pay their bills more promptly.

Did you ever notice that a woman doesn't care a hang how a man gets his money, as long as he gives her plenty of it? Why they'd even let you gamble—if you won.

The teacher of one of our rural schools was handed the following note last Friday by one of her boy pupils: "Dear Teacher—Please excuse Willie's absence for the last two days; He caught a skunk."

A certain young fellow on Mount Joy street who was recently married was heard to remark: "Marriage is the alarm clock that puts an end to Love's Young Dream."

"Steve" Kaylor says it is apparent that most of the lady tourists nowadays have been stealing trousers from the Boy Scouts.

Have you ever noticed how a fellow growls when he fills up his car with gasoline and oil to take his sister out for a ride, but how he does that same little thing with a broad smile when he's going to take out somebody else's sister?

A fellow told me he was getting a drink of real stuff the other day when he said to the bootlegger: "Are you sure this is really pre-war?" "I sure say so," said the fellow, "I know the difference."

**OUR SALE REGISTER**

Following is a list of public sales for which posters were printed at this office or said sale is advertised in the Bulletin.

If we print your sale bills you get a FREE NOTICE in this register like any of the following, from now until the day of your sale. Hundreds of people read the Bulletin weekly and we know of no better method of advertising. Try it.

Friday, Feb. 1—At their sale and exchange stables, Middletown, 100 head of horses, colts and mules by D. B. Kieffer & Co. See advertisement.

Saturday, February 2—On the premises at his residence in the village of Florin, household goods by S. S. Risser, Auct., Vogel.

Saturday, Feb. 16—On the premises on West High street, Elizabethtown, real estate by J. M. Barber, Aldinger, Auct. See advertisement.

Saturday, Feb. 9th—At the Florin Hall, home cured meats, general line of merchandise, household goods and farm implements by Community Sales Co. Vogle, auct.

Saturday, February 16 — At the Washington House, Maytown at 7.30 P. M., valuable real estate, the R. R. House property at Maytown, by Mabel Ziegler and Howard Shireman, admins. Frank, auct.

Friday, Feb. 22—On the premises situated along the road leading from Salunga to Oyster Point, one mile south of Salunga, live stock and farm implements, by W. K. Detweiler, Frank, auct.

Monday, Feb. 25—On the premises in West Hempfield township, on the road leading from Mt. Joy to Ironville, near Moore's Mill, large lot of live stock and the entire lot of farming implements by Eli G. Musser, Frank, Auct.

Tuesday, Feb. 26—On the premises in West Hempfield township, on the road leading from Mount Joy to Ironville, near Moore's Mill, entire lot of household goods by Eli G. Musser, Frank, auct.

Thursday, February 28—On the premises one mile west of Columbia, on road leading from Columbia to Marietta, at Klinesville, live stock and implements by Geo. Houck, Frank, auct.

Saturday, March 1—On the premises of W. B. Schneitman, in West Donegal township, along the Elizabethtown and Bainbridge road, near the Conoy Meeting House, horses, cows, pigs, implements, harness, some household goods, etc. by Amos Bricker, Aldinger & Son, Aucts.

Thursday, March 6—On the Marietta and Mount Joy pike, near the Union School House, 2 miles southwest of Mount Joy, live stock, farming implements and household goods by Henry N. Hostetter, Frank, auct.

Saturday, March 8—On the premises, the Mr. Amos W. Mumma farm, near Beneman's school house in Mt. Joy township, 2 miles northwest of Mount Joy, horses, mules, cows, hogs, full line farm implements by L. T. Geib, Aldinger, Auct.

Saturday, March 8—On the premises in Rapho township, one mile from Hossler's church, live stock, farming implements and some household goods by John B. Brubaker, Vogle, auct.

Monday, March 10—On the premises, the Joseph T. Breneman farm, 1-4 mile north of Mt. Joy, horses, mules, cows, heifers, bulls, chickens, full line of farm implements and some household goods by Samuel G. Groff, Frank, Auct.

Monday, March 17—On the premises in Rapho township, near Hossler's church, live stock and farming implements by George H. Boyd, Snavely, auct.

Tuesday, March 18—On the premises, on the Manheim road about one mile East of Mount Joy, live stock and farm implements by Albert R. Nissley, Frank, auct.

Wednesday, March 19—On the premises along the state road, the Hoffman Hershey farm, 2 miles east of Mount Joy, and 1 mile west of Salunga, near Bacon's Mill, horses, mules, cows, bulls, heifers, hogs, complete line farm implements, and some household goods by Philip H. Ruhl, Frank, auct.

Thursday, March 20—On the premises in West Hempfield township on the road leading from Ironville to Kinderhook, horses, cows, farm implements and household goods by John Derr, Frank, Auct.

**STATE COLLEGE MEN AT FARM PRODUCTS SHOW**

A large number of the faculty members and extension specialists from the Pennsylvania State College agricultural school are spending this week in Harrisburg at the eighth annual State Farm Products Show held under the auspices of the State Department of Agriculture, the Pennsylvania State College and other cooperating organizations.

At least twenty of the college men and women are scheduled to address meetings of various agricultural associations during the week. Others have charge of the various exhibits at the show including the educational exhibit put on by the college. All the county extension representatives have arranged special displays of the various farm products of their counties. The college exhibit includes displays in plant insects, bees, farm engineering, fruit, and livestock. An immense display of potatoes grown by club boys throughout the state has been arranged by the club extension office.

If you feel you must give advice charge for it. That's the only way anybody pays attention to it.

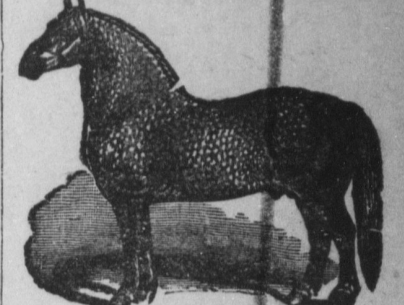
**D. B. KIEFFER & CO'S. PUBLIC SALE**

100 HEAD ACCLIMATED WEST VIRGINIA, MINE CONTRACTORS AND COMMISSION HORSES, MULES AND COLTS

ON FRIDAY, FEBRUARY 1, 1924 At 12:30 O'clock P. M.

At my Sales Barn, Middletown, Pa., we will sell the following live stock:

1 MIXED CARLOAD W. VIRGINIA HORSES AND COLTS



Consigned by C. G. Groff & Son, of Martinsburg, W. Va., for absolute sale. They consist of the good, big, rugged feeders, farm chunks, single line leaders and all purpose West Virginia Horses and Colts; also a few carriage bred Colts. Mr. Groff advises us that they have an extra good lot with just a little more shape and weight than usual. I have several pair closely mated teams. These Horses range in age from 3 to 10 years old and have them weighing up to 15 hundred lbs. each, a load worthy your attention if looking for a good Virginia Horse or Colt to keep over for those having Spring Sale, as you all know how greatly profitable the Virginians are to buy.

**2 CARLOAD OF MINE AND CONTRACT HORSES**

Consigned by the Rosen Contracting Co. and the Truck Coal Co., of Conneville district for absolute sale regardless of prices. They wired me saying that they are shipping me 2 loads of very good, big, rugged Horses with plenty of size, shape and weight. Mostly all young and sound but are a little thin in fish and will have them weighing from 13 to 16 hundred lbs. each. Quite a few good, big mated teams that have been working together, the others are good, big Drafters, Cart and all purpose Horses, ranging in ages from 5 to 10 years old.

P. S. If interested here is a chance to make yourself plenty of money as you know we sell every Horse they send us, at the public prices. Those that bought out of the last 2 loads are more than pleased and say they never saw stuff improve so fast and no better workers ever lived, as that is all they know, work every day.

**25 HOME BOUGHT HORSES**

Of all kinds from the best to the high dollar ones, consisting of good, big, finished Drafters, Farm Chunks, Single line leaders, general purpose and a few driving and Riding Horses. These Horses range in ages from 4 to 10 years old and have them weighing up to 15 hundred lbs. each.

Will have our usual run of High Dollar and Commission Horses and Mules of all descriptions.



**30 HEAD OF MULES**

For absolute sale. Have quite a few young broke and unbroke Mules that I am positively going to sell at the public prices, consisting of closely mated teams, one of each team a single line leader. Also some good single Mules. These Mules range in ages from 2 to 10 years and have them weighing up to 2900 lbs. to the pair. This is positively a strictly first class lot of mules, all young and sound.

Notes for 30, 60 or 90 days will be taken with good security and paying discount.

**D. B. KIEFFER & CO.**

Hess & Koons, Aucts. Sale Friday, February 1, 1924, at Middletown, Pa.

**\$3.75**  
ROUND TRIP  
SUNDAY EXCURSION  
**New York**  
SUNDAY, FEBRUARY 3

Special Through Train Direct to Panna. Station, 7th Ave. and 32nd St. leaves MOUNT JOY 6:42 A. M. Stopping at principal stations between Harrisburg and Lancaster.

Returning leaves New York, Panna. Sta. 6:20 P. M.; Hudson Terminal 8:10 P. M.

See Broadway, Central Park, Grant's Tomb, Fifth Avenue, Brooklyn Bridge and get a glimpse of the greatest city on the American Continent.

**Pennsylvania**  
R. R. System

The Standard Railroad of the World

**J. Howard Hersh**  
Dealer in  
Mattison Co.  
Shingles, Asbestos  
Chimneys

**How We Spend Your Money in building Studebaker cars Why people buy 150,000 yearly**

It is true that we spend lavishly on Studebaker cars. But it's all to your advantage. It is by that spending that we give you the greatest value in the fine-car field. We offer prices no one matches on any comparable cars. That lavish spending led people last year to pay \$200,000,000 for Studebaker cars. And that volume brings our prices down to where they are.

**\$50,000,000 in plants**  
Studebaker assets are \$90,000,000. In modern plants and equipment we have \$50,000,000. Seventy per cent of that amount was spent in the past seven years. So it represents the last word in equipment.

\$3,000,000 in drop forge plants, so every vital part is made to Studebaker standards.

\$10,000,000 in body plants, so Studebaker ideals may be shown in every body.

All that is stocked in a permanent way on satisfying lines or buyers better than our rivals.

**What extras cost**  
Lack of vibration is a famous Studebaker feature. We get that by machining crank shafts as they were in Liberty Airplane Motors. That extra cost is over \$600,000 yearly.

Matchless endurance is another famous feature. One Studebaker Six, still in active use, has run 475,000 miles since 1913. We get that through costly steels. On some we pay 15% to custom makers to get formulas exact.

Beauty of finish is another supremacy. But that finish requires many operations, including 15 coats of paint and varnish.

Our real leather cushions cost \$25 per car over imitation leather.

Every Studebaker car is Timken-equipped. The Special-Six and the Big-Six have more Timken bearings than any car selling under \$5,600 in

America. The Light-Six more than any competitive car within \$1,000 of its price.

In closed cars we offer wondrous luxury. The lining is Chase Mohair, made from the fine fleece of Angora goats. Velour would cost about one-third that, saving up to \$100 a car.

Note those bumpers, that steel trunk, those extra disc wheels with cord tires on some models. Note that extra courtesy light. Think what they would cost if you bought them.

**The cost of care**  
The unvarying standards in Studebaker cars are fixed by a department

of Methods and Standards. It is enormously expensive.

Our constant improvements are due to ceaseless research. 125 experts devote their time to the study of betterments. They make 500,000 tests per year.

That reliability is due to 12,000 inspections of the material and workmanship in each Studebaker car before it leaves the factory. This requires 1,000 inspectors.

**Being generous with men**  
We pay maximum wages—at least as much as anyone else will pay.

Then we pay extra for continuous service. Last year, 13,000 men in our factories got anniversary checks—total \$1,300,000. After five years of service those checks amount to 10% of their wages.

We spend \$2,000,000 yearly on our co-operative work for men.

Every year we give factory employees one week's vacation with pay. That cost us \$225,000 last year.

We sell them stock on attractive terms. We retire old employees on pensions.

All this to keep men happy, to foster morale, and to keep men with us when they develop efficiency.

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Not extravagance

Do such things seem extravagant? They are not. All those extra dollars save more dollars for our buyers.

They result in the cars you see, in the prices and values we offer. Nothing else in the field can compare.

Those values have resulted in a demand for 150,000 cars per year. That volume cuts our costs in two, as compared with limited production.

The cause of over-prices—under-values—is not lavish expenditure.

It is Limited production, Heavy overhead, Out-of-date machinery, Antiquated methods, Non-economical plants, Transient labor, Discontented workers.

We've eliminated those things. We've done it at what seems to you a heavy cost per car. But each of those extra dollars saves \$5, we believe. Note what values and what prices have resulted. Note the amazing demand—the overwhelming demand—it has brought for Studebaker cars.

LIGHT-SIX		SPECIAL-SIX		BIG-SIX	
5-Pass. 112" W. B. 40 H. P.		5-Pass. 119" W. B. 50 H. P.		7-Pass. 126" W. B. 60 H. P.	
Touring	\$295.00	Touring	\$1350.00	Touring	\$1750.00
Roadster (3-Pass.)	975.00	Roadster (2-Pass.)	1325.00	Speedster (5-Pass.)	1835.00
Coupe (5-Pass.)	1195.00	Coupe (5-Pass.)	1895.00	Coupe (5-Pass.)	2495.00
Coupe (3-Pass.)	1395.00	Sedan	1985.00	Sedan	2495.00
Coupe (2-Pass.)	1485.00				

(All prices f. o. b. factory. Terms to meet your convenience.)

EL REAM MOUNT JOY.