

MT. JOY BULLETIN
MOUNT JOY, PA.
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The subscription list of the Landisville Light, the Florin News and the Mount Joy Star and News, were merged with that of the Mount Joy Bulletin, which makes the paper's ordinary weekly.

EDITORIAL

A calf weighing 100 pounds was killed by buzzards near Oxford, Pa., one day last week.

The law of worthy life is fundamentally the law of strife. It is only through labor and painful effort, by grim energy and resolute courage that we move on to better things.—Theodore Roosevelt.

ONE PER CENT FOR ADVERTISING

Two per cent of the gross sales of a mercantile business is the accepted amount to be spent for advertising, though many firms go as high as 3 and 4 per cent. If every firm in Mount Joy would set aside even 1 per cent for advertising, the Bulletin would be greatly enlarged, publish far more news and serve the community better than is now possible. And every firm, if it paid proper attention to its advertising, would greatly increase its business.

This is the week of our Community Exhibit and everybody in this vicinity should be interested enough to inspect the many displays. A large number of our merchants have booths, many of which show good taste and ability. The exhibit of farm products is above the ordinary and every farmer should see what his neighbor has grown the past season.

The exhibit is interesting and instructive and a visit to Mount Joy's Community Exhibit this week is time well spent.

GOOD ADVICE

Go home and get happy. Drop all business for awhile and rest your mind. Stop magnifying your little difficulties. Think of pleasant things and talk about them to the exclusion of the unpleasant and the disagreeable. When you go to work have a beautiful picture on your desk and whenever you may be foolish enough to worry about your affairs, look at it, study it and fill your mind with it for a few minutes. Don't let pessimism park in your brain. If you do it will crush you. The people who succeed best and are happiest are those that give the least importance to the ills of life.

ADVERTISING VS. BAD MANAGEMENT

The best advertising possible will not help a badly managed business, says the editor of Radio Merchandising. There is no substitute for intelligent and far-sighted executive effort in retail business. Advertising can not be used in place of hard work and well directed effort; but, when added to them, makes a combination irresistible. Some business houses lack many things that are material to success, and advertising only turns the limelight on such shortcomings and hastens the end. Advertising should be used to turn attention to the modern, progressive, well-directed firm with an X-ray beam that illuminates its smooth inside workings and displays its qualities to advantage.

WINDOW SHOPPING

The windows of Mount Joy have never appeared to better advantage than now. The individual who has not walked around the town recently, "window-shopping", should do so tonight. Show windows are an educational device of real merit. They instruct as truly as the most carefully written textbook. They aid us in our daily work by keeping us up-to-date, exhibiting the latest efforts of the designer, the manufacturer, the inventor, the chemist and all the tribe of men, who move the world's cog-wheels. And Mount Joy's shop windows rank high in this pedagogical effort. They show that this town has the goods. No need for local residents to go away to larger towns to purchase needed articles, wearable or otherwise. The suit, the hat, the book, the new dining table, the bit of decoration, the gift—anything you want or need is on display in the show windows of your own town. Better take a look at them tonight.

ELIZABETHTOWN

Prof. E. H. Hertzler has enrolled at Columbia University.
Miss Madeline Greenblatt visited friends in Harrisburg.
Mr. and Mrs. Walter Dulebohn spent Wednesday in Lancaster.
Rev. and Mrs. John Brinser visited the former's brother, M. S. Brinser.
Miss Mary Shank underwent a critical operation in the Lancaster General hospital.
Clyde Dittenbach, of Williamson's Trade School, spent several days with his parents.

Mrs. E. D. Shank and daughter have returned home from a trip to Niagara Falls and Canada.
Mr. and Mrs. G. M. Stoll were guests in the home of Mr. and Mrs. E. H. Gish on South Market street.
Mr. and Mrs. Frank Kline, of Harrisburg, spent a few days in town as the guests of Holwager and Kline families.

Frank Aldinger purchased the S. L. Geyer property on North Market street. The terms of the sale were private.
Mr. and Mrs. Wesley Lehman, of near Smyrna, visited the former's brother and family, Mr. and Mrs. P. L. Lehman.

Mr. and Mrs. George Brinser and family of Harrisburg, visited the latter's parents, Mr. and Mrs. William Morning.

Miss Lois Suiter, of York, and Miss Grace Jones, of Tyrone, spent several days as the guests of Miss Mae Dulebohn.

Samuel Geyer has broken ground for the erection of a single concrete block residence on the corner of Summit and North Poplar street.

Mr. and Mrs. George Smith, Mr. and Mrs. Hickey and William S. Groff, of Cynwyd, were visiting the latter's mother, Mrs. Martha Groff, this week.

Harry Henderson, of Harrisburg, ario operator on the U. S. S. Richmond, spent a few days in the home of Mr. and Mrs. A. E. Eppler and family.

Mrs. Frank Croman has opened a kindergarten in the primary room of the Lutheran Sunday school chapel with an enrollment of 16 pupils for the first week.

Mr. and Mrs. A. W. Madiera and family and Mr. and Mrs. G. G. Grubb, of Harrisburg, spent Tuesday as the guests of Mrs. B. N. Musser and daughter.

Wesley Seiders is a patient at the Lancaster General Hospital where he is recovering from injuries received in a trolley accident at Florin on Sunday night.

Rev. S. B. Landis will give an illustrated lecture on his recent trip to the Pacific coast in the Rheems Grammar School room on Saturday evening, October 18, at 7 o'clock.

Mrs. Clarence Enterline and children, of Uniontown, who were visiting the former's parents, Mr. and Mrs. Imboden, returned to their home by automobile and were accompanied by Mr. and Mrs. S. H. Imboden and Ramsey Enterline.

J. Edward Wise, a cadet on the School ship, "Annapolis" has returned from a 10,000 mile cruise and is visiting his mother, Mrs. Sarah Wise, of this place. Wise will receive his commission as second mate at graduation exercises to be held the latter part of this month.

The schools taught by Mrs. Line Weaver, Miss Shelley, Miss Cawley and Mr. Reist will be the four to occupy the new building put up temporarily to accommodate the overflow. The building will be ready for occupancy the week following the county teachers' institute.

A kitchen shower was held in the home of Mr. and Mrs. M. G. Wolgemuth, of near town, in honor of Mr. and Mrs. Lester Hitz, who were recently married. The guests were as follows: Mr. and Mrs. Lester Hitz, Mrs. Henry Hoerner, Mr. and Mrs. D. M. Hitz, Mr. and Mrs. Benjamin Shonk, Mr. and Mrs. C. H. Eshleman, Rev. and Mrs. John Brinser, Mr. and Mrs. H. H. Lehn, Mr. and Mrs. C. H. Moyer, Mr. and Mrs. Harry Bishop, Mr. and Mrs. Paul Snyder, Mr. and Mrs. Harry K. Smith, Mr. and Mrs. Walter Dripes, Mr. and Mrs. Noah Kreider, Mr. and Mrs. Jacob Snyder, Mr. and Mrs. Roy Brandt, Mr. and Mrs. Monroe Snaveley, Mr. and Mrs. Clarence Herr, Misses Dorothy and Anna Bishop, Ethel Heisey, Margaret Lehn, Esther Brinser, Margaret Hoerner, Laura Nissley, Beulah Nissley, Martha Ancher, Phoebe Hess, Susan Engle, Ruth Wolgemuth, Esther Frey, Ruth Moyer, Grace Wolgemuth, Geraldine, Mary, Dorothy and Jean Horner, Martha Leppard, Mary Brinser, Naomi Ginder, Maud Becker, Elda Lichtenmaker, Myrl Martin and Elva Martin, Edna Ginder, Sara Myers, Lillian Hottenstein and Mabel Lichty; Messrs. Norman Shank, John Miller, Paul Myers, Harry G. Myers, Paul Hess, John Ginder, Abram Nissley, Ezra Hess, Ezra Albing, Paul D. Heisey, John Malhorn, Earl Eshleman, Paul Trassler, Clayton Hossler, Emery Wolgemuth, Victor Hitz, Earl Wolgemuth, C. J. Kenton Eshleman, Warren Bishop, Claude Moyer and James Bishop.

RHEEMS

Ezra Souders served two days at Lancaster as jurymen at the Common Pleas Court last week.

Mrs. H. E. Thompson and Mrs. Ezra Souders spent one day at Lancaster, shopping on West King street last week.

Miss Martha Mochler, of Elizabethtown, spent Sunday at the home of Mr. and Mrs. Eli Brubaker at Rheems.

Mrs. Sarah Hawn and Mrs. Reuben Nissley, of Mt. Joy, spent one day at the home of Mrs. Susan Wolgemuth, Rheems.

Mrs. Ezra Souders and Mrs. Enos L. Floyd, of Rheems, were awarded first prizes at the Columbia exhibition last week on rugs and needle work.

Mr. and Mrs. Benj. Shelly and

Mr. and Mrs. Jacob Zeager Sr. spent last Sunday at the home of Mr. and Mrs. Monroe Zeager, Rheems.

Miss Grace B. Heisey, a prominent pedagogue from Millin, Pa., spent Saturday and Sunday at the home of her mother, Mrs. Susan B. Heisey, at Rheems.

Mrs. Susan Wolgemuth, Miss Anna Mae Miller and Mrs. Anna Eby and daughter, Rhoda, paid a visit at the Isaac Lefever home, near East Petersburg, as guest of Miss Lefever, who is an invalid.

Leland Haldeman received his house cut lumber in a car for his home to be erected on the corner of Martha and Main streets, Rheems. Phares E. Grove has contracted the carpenter work.

Charles Rice-dorf, farmer adjacent to Rheems, who made a feeding record on twenty steers in one hundred days last winter, purchased twenty steers, that average over twelve hundred pounds, at the Gingerich stock yards, at Lawn, last Saturday, hoping to exceed his 1923 record.

The following school mates held a birthday surprise party in honor of Miss Mildred Souders, Saturday evening at her home at Rheems: Miss Evelyn Kraybill, Irene Bobich, Anna Mae Henry, Dorothy Hollinger, Mildred Grove, Dorothy Grove, Helen Shultz, Lillian Shultz, Mildred Mae Geib, Ruth Floyd and Ralph Souders. Games and refreshments were indulged in for a number of hours.

Church of the Brethren held their regular morning services at Rheems last Sunday after Sunday School with a large attendance, with the Revs. Kaylor, Shearer, Nathan Eshleman, Hiram Eshleman, Samuel Eshleman, Gingerich and Butterbaugh on the bench. A missionary sermon was delivered impressively by Rev. Gingerich as it was the 30th anniversary of the first missionary work done by the church of the Brethren in 1894.

An illustrated lecture on the western part of the United States was given to a large audience in the Rheems school house by Prof. S. B. Landis last Saturday evening. Mr. Landis has recently returned from a tour of the west and gave an interesting talk on the Crater Lake, Lake Tahoe, Yosemite, National Park and various parts of California. A number of poems were read. The proceeds will be used for the benefit of the Rheems grammar school.

SPORTING HILL

Subscribe for the Mt. Joy Bulletin. Miss Janet Ackerman spent Sunday at Hood College, Md., as the guest of Miss Theresa Bishop.

Misses Margaret and Louisa Foutz spent Sunday with Miss Winona Huber, of Safe Harbor.

Misses Anna, Kathryn and Edith Nissley, spent Sunday at Lancaster Junction visiting Mr. and Mrs. E. S. Miller.

Mr. and Mrs. Frank Strickler and son of Salunga; Mrs. Strickler and daughter, Emma, spent Sunday in the home of Phares Strickler.

Mr. and Mrs. Isaac Witmer and family of Halfville, Mr. and Mrs. Ben Shenk and family, of Neffsville were visitors of Mr. and Mrs. Jacob Shenk, on Saturday.

Mr. and Mrs. Benjamin Kready and children of Central Rapho, Mr. and Mrs. John Nissley and daughters of Naumanstown, were guests of Mr. and Mrs. John Rohrer on Sunday.

Mr. and Mrs. Amos Nissley, of Union Square; Mr. and Mrs. Harry Nissley and family, of near Manheim, Mr. and Mrs. Luther Boyd and child were Sunday guests of Mr. and Mrs. Samuel Garman.

Mr. and Mrs. Walter Foose entertained the following guests on Sunday: Mr. and Mrs. Gast of Lancaster; Samuel Foose and son, of Columbia; Mr. and Mrs. Chester Enck and children, of Lititz; and Mr. and Mrs. Claude Ginder and family, of Lancaster.

LANC. JUNCTION

Mr. and Mrs. E. G. Fetter visited Mrs. Mary Spickler, at Mount Joy, on Sunday.

Mrs. Miller, of Manheim, spent the week in the home of Cyrus Rutt.

Mr. and Mrs. Lloyd Wise and children, of Lancaster, visited Mr. and Mrs. Albert Hoak, on Sunday.

John K. Cassel and family, of Airy Dale Farm, were Sunday guests of Rev. A. A. Hughes and family.

Miss Florence H. Gross is accompanying friends from Lancaster on a motor tour to points in Virginia.

Mr. and Mrs. Jacob Becker and children, were Sunday guests of Isaac Brubaker and family, of near Lancaster Junction.

Mrs. Jacob Weaver, and daughter, Miss Stella, and Martha Weaver, visited Mr. and Mrs. Peter Shelley, at Manheim, on Saturday.

The community prayer meeting, held at the home of Isaac Walborn, on Saturday evening, was attended by more than a hundred people. The following were guests of H. R. Snaveley and family on Sunday: Mr. and Mrs. Herbert Leaman and family, of Myerstown; Mr. and Mrs. Edward Kready and daughters, Marion, Esther, and Mary of Mount-

Explanation Community Exhibit

We feel as tho the Public and our Customers, who will look for us at the Community Exhibit are entitled to know why we are

Not Exhibiting at the Community Exhibit

On Tuesday evening, October 7th, Messrs. Reuben Fellenbaum and John Booth called at the store and sold me 10 ft. of space right inside the front door on New Haven street of Enos Rohrer's Garage, adjoining the space of H. C. Brunner.

This space was contracted for at \$1.00 per ft. or \$10.00 for the 10 ft. When I selected my space there was 12 feet available and the above named gentlemen wanted me to take the 12 feet, which was more than I needed saying 10 feet was plenty for me, but that I would look into the matter and if I decided to take the extra 2 feet I would let them know. This verbal agreement apparently was satisfactory and I wrote my name across the said space, designating 10 feet sold. Later in the week these men sold the same space to Henry G. Carpenter. On Friday morning, October 17th, Mr. Roy Sheetz told me of this complicated affair and while discussing the question Mr. Fellenbaum and Mr. Carpenter joined the party respectively, and on Mr. Carpenter's arrival Mr. Fellenbaum said, "Bud, I am in a mixup. I sold you the same space that I sold to Getz thru an error and misunderstanding. We will have to get this fixed up."

This statement was made in the presence of, and can be proven by Dan Derr, Eugene Rice, Roy Sheetz, G. Moyer and the parties concerned. I immediately looked into the affair and saw that this committee added the extra 2 feet to H. C. Brunner's 43 feet, previously selected and resold the 10 feet bought by me and made no effort to give back the space I had bought.


After weeks of preparation for my exhibit and the expenditure of several hundred dollars for display and advertising to help make Mount Joy have a successful exhibit and then to be turned down by two men is certainly not showing a community spirit. Another thing worthy of mention is the fact that several of the merchants had the privilege of selecting two booths (one of which was a member of this committee), while others were allowed to take as much space or all of it to suit their needs.

Hoping this will explain to my friends and customers why I am not represented at the Community Exhibit, and welcoming you all to visit the store during the Exhibit and we will try to treat you as we would were we represented.

P. E. G. Schock

SPECIAL EXCURSION
LURAY, VA.
Giving an opportunity to visit the
Famous Luray Caverns
\$4.00 ROUND TRIP \$4.00
Sunday, November 1st
SPECIAL TRAIN
passing through the Cumberland and Shenandoah Valleys
Leaves Mt. Joy . . . 6:58 A. M.
Returning
Leaves Luray, N. & W. Ry. 5:00 P. M.
Special rate for admission to Caverns, 55 cents, including tax.
Ask Ticket Agents for Luray Caverns Booklet
Pennsylvania R. R.
The Standard Railroad of the World

Newcomer's Used Car List
1923 Chevrolet Coupe.
1921 Ford Coupe.
1923 Touring, S. & D.
1924 Roadster, S. & D.
1920 Overland Touring
2-1921 Ton Trucks with Bodies.
1918 Ton Truck with Body, Curtain Top.
H. S. NEWCOMER & SON
AUTHORIZED FORD & FORDSON DEALERS
Service Station Open Every Evening Until 9 P. M.
MOUNT JOY, PENNA.



There is only one car whose owner is free from all the worry, all the trouble, and all of the expense connected with chassis lubrication.

That car is the 1925 Cleveland Six—the only car which has the **ONE-SHOT LUBRICATION SYSTEM.**

See this amazing new feature! You "step on the plunger and oil all 23 chassis parts!"

Mileage Motor New L-head type. From 5 to 25 m. p. h. in under 7 seconds in high gear.	New Bodies The last word in beauty and sound construction. Duco finish optional.
Balloon Tires Genuine superize type are standard equipment on all models. (The One-Shot Lubrication System is licensed under Bowen Products Company patents)	4 Wheel Brakes Optional equipment at a slight extra cost. Special Cleveland Six design.

Touring Car #1095 **New Brougham #1545**

P. Franck Schock
MOUNT JOY, PA.

CLEVELAND AUTOMOBILE COMPANY • CLEVELAND
CLEVELAND SIX
1925 MODEL