

MT. JOY BULLETIN
MOUNT JOY, PA.
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EDITORIAL

ON SMALL TOWNS

"I would rather be first in the smallest village of Etruria than second in Rome," said Julius Caesar, world conqueror and Roman Emperor of more than 2,000 years ago. And to this day most active and vigorous men hold the same attitude toward life in small towns. Nowadays people say: "I would rather be a big toad in a little puddle than a little toad in a big puddle."

A COUNTY AFFAIR

Mount Joy can feel flattered that it has been favored by the Lancaster county Corn and Tobacco show which will be held in the former market house here January 16 and 17, 1925. This show should attract a great deal more attention than did our Community Exhibit last fall as that was a local affair while this show will be a representation of the entire county.

Everybody should assist in this movement and show other towns in the county just what Mount Joy can and will do. The show will be held under the direction of the Lancaster County Farm Bureau and under the auspices of the First National Bank of this place.

THE CONSUMER BENEFITS

No intelligent man today questions whether or not advertising pays. It must pay or the most successful business men in America would not spend millions upon millions of dollars in telling the public about the goods they sell. But does it pay the consumer. It is a question frequently asked. It certainly does.

It pays the consumer by giving him information about the merchandise he is going to buy. If he knows more about the goods he will need, he can make his money go farther.

But it pays him more indirectly because it is the cheapest, and most efficient agency for selling goods that has ever been discovered. Sales expense is a big item that enters into the price of any article. If the company must maintain a corps of salesmen on the road, spend huge sums of money in railroad fare, in hotel bills and in inflated salaries, it must charge more for the commodity.

But if it can reach its market by talking to thousands and millions of people through the pages of newspapers at a very small fraction of a cent per person, it can sell the article cheaper.

Many a company has changed its policy from selling through agents to selling direct by means of advertising. And if the right kind of advertising was used, these companies have always been able to cut their prices. This is but one of a great many ways in which advertising actually cheapens the cost of the article to the consumer.

FARM RELIEF

The other day a prominent leader in agricultural work gave a talk by radio. He wasn't trying to get votes, money, or support of any kind from the farmer and so he simply told the truth. Thousands of letters and cards from all parts of the United States came in to him during the following week. This made it evident that he sounded out the opinions of most progressive farmers.

"Agricultural conditions," he said, "can be improved in two ways: by economical production and by scientific marketing."

Don't fall for everything because it is called co-operative," he said. "But keep an open mind toward those marketing enterprises which seek to get your product to the consumer in a more efficient way than it is now getting there. If the project sounds businesslike, if the promoter talks as though he knows something about business—if the plan of distribution is similar to those plans which have already been successful, then it may be well to lend your support.

"You will have a long wait, however," he added, "if you are looking for relief through the growth of co-operative marketing enterprises. In the mean time it might be well to test your seed corn and raise your production from eighty or ninety bushels to the acre to two or three hundred bushels. Then you can make as much as you are making now by cultivating less land and doing less work.

Or get into a cow testing association and get rid of the unprofitable cows, or learn to cull your flocks, and then raise only the hens which pay their own way. Or grow more alfalfa and soy beans and buy less ready mixed feed. This was his advice to the farmer who is tired of waiting for relief from the politician and the clever talking promoter.

RHEEMS

The Brubaker Meat Market has again opened up for business at their usual reasonable prices.

Many of the farmers have plowed their fields where they expect to plant corn for the 1925 season.

Christian L. Nissly, of Florin, transacted business at the Brubaker Meat Market last Monday afternoon.

The Church of the Brethren held a council meeting in the Rheems church last Thursday and Saturday evenings with a large attendance.

Mrs. Mary Bechtel and Miss Anna H. Keller, of near Bainbridge, Pa., spent one day at the home of Mrs. Susan Wolgemuth, at Rheems. John Boll, of Wheeling, Va., spent the week end with his parents, Mr. and Mrs. Milton Boll, supervisor of West Donegal township.

The Rheems general store show window, in charge of Mrs. E. R. Kraybill, presents a beautiful appearance, with its many Christmas articles.

Aaron Gibble, ex-county supervisor of Mount Joy township, is kept busy trucking crushed stone from Rheems to various points in the township.

N. E. Garber has started to plow on the John G. Reist farm, purchased from the estate at private terms. He will take possession about April 1, 1925.

Mr. and Mrs. Harry K. Landis, daughters, Anna Mae, Lena and Helen, and Mr. and Mrs. George Vogie, of Maytown, spent last Sunday at Allentown, Pa., enjoying the trip in their large Cadillac.

Supervisors in West Donegal, East Donegal and Mt. Joy townships took advantage of the pleasant autumn weather the past few weeks, by using the road scraper before the freezing weather tied them up. The high speed cars roll the loose stones into the ditches.

Church of the Brethren held their regular morning services at Rheems last Sunday with the Revs. Kaylor, Shearer, Eshleman, Gengerich and Butterbaugh on the bench. A number of applicants were placed under consideration for church membership and baptism.

Harry K. Landis, who has acquired a wide experience in handling heavy machinery, was called upon by the Rollman Hardware Company, at Mount Joy, to convey an 8-ton machine from the P. R. station to their factory in Mount Joy, which he completed in a short time.

Peter R. Kraybill, ex-county farm agent, spent several days of the week end at State College, attending a meeting held to discuss the proper method to induce apple growers to continue spraying more frequently in order to raise perfect fruit. Mr. Kraybill has charge of the Pequea and York county apple orchards, owned by the Paragon Fruit and Nut Company, which had a yield in 1924 of about six thousand bushels of perfect fruit.

KINDERHOOK

The Builders will meet on Saturday evening at the home of Mr. and Mrs. C. R. Berrier.

On Sunday at 2 P. M. the Community service will be held in the Kinderhook U. E. church.

Sunday evening the K. L. C. E. will hold a rally. All members and friends are requested to attend.

Mrs. James M. Propst, Miss Estella M. Propst and Mrs. Walter Houck spent a day in Lancaster.

Rev. G. S. Albright, pastor of the Kinderhook U. E. church is conducting revival services at Reich's.

The annual congregational meeting of the Kinderhook U. E. church will be held on Wednesday, December 17, after prayer meeting.

Mr. and Mrs. J. J. Gable, Mr. and Mrs. George Bair visited Miss Ruth Mungle who is recovering from the effects of a serious accident in the Reading Homeopathic Hospital.

The Official Board will hold its regular meeting on Wednesday. All members of the congregation are urged to attend as the election of officers will take place.

BAINBRIDGE

Mr. Benjamin F. Myers, Bainbridge, has purchased a new Studebaker Sedan from Ed. Ream just recently.

Mrs. Benjamin Myers, Mrs. Wm. Dishong, Mrs. E. B. Toppin and son, Jack, spent a few hours in Harrisburg, Saturday.

The Ladies' Sewing Circle of the Lutheran Church of Bainbridge, held a bazaar on Saturday on West Race Street, at the store room of Mrs. Wm. Dishong. A fine assortment of Xmas gifts were sold.

Mrs. E. B. Toppin and son, Jack, who arrived in Bainbridge from Havana, Cuba, have gone to East Orange, New Jersey, to spend a few months with Mr. and Mrs. John L. Toppin. Mrs. Toppin spent a few weeks with her mother, Mrs. Benjamin Myers, before leaving for East Orange, N. J.

pay their own way. Or grow more alfalfa and soy beans and buy less ready mixed feed.

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MORNING-NOON & NIGHT
USE THE MARTIN SANITARY DAIRY PASTEURIZED MILK
AN ALL AROUND DISH
Every man, woman and child has a fond spot in their food memory for good old fashioned bread and milk and Martins Dairy milk especially pleases them.
THE MARTIN SANITARY DAIRY
A. R. MARTIN, PROP.
"Your Milkman"
56 W. DONEGAL ST.
BOTH PHONES

THIS CHRISTMAS GIVE BOOKS OR STATIONERY

in beautiful boxes, Toilet Compacts, single and double; Perfumery in single bottles and sets; Toilet Sets; Comb, Brush and Mirror; Gem, Gillett and Ever-Ready Safety Razors in Christmas cases; Ivory Goods, Post Cards and Booklets, Books for Boys and Girls and Little Folks, Bibles and Testaments; Cigars and Choice Candies by the one and five pound boxes, including the celebrated Mellinger's and Schraf's brand.

Shaving Toilet Sets for Men; Games and Mechanical Toys, Dolls and Doll Beds at reasonable prices. Select your presents early.

CHANDLER'S Drug Store
MOUNT JOY, PA.

Used Cars

- 1924 Ford Touring.
- Ford Coupe.
- Essex Coupe.
- Oakland Touring \$100
- Dodge Panel Commercial.



P. Franck Schock
MOUNT JOY, PA.

Pilgrim Special Bicycles



Also Tires, Accessories, Etc.
ELMER S. RANDLER
228 David St., Mount Joy
Bicycle Repairing a Specialty
sept. 3-4

MILLINERY SALE

Buy yourself a present at a real bargain. My entire winter stock must go at a great sacrifice. Will cut prices in half for one week only. Some for \$2.00; Kiddies \$1.00.

Come and see them and make your selection.
Also Cards, Hand Painted; Hose, Silk Vests, \$2.95; Step-in Bloomers, \$3.25; Knit Goods; for the Small Tots for a Christmas Gift at

M. K. SHELLY'S
MILLINERY SHOP

We use the same methods employed by the leading shoe factories hence our results are fully as good. Add months of wear to your shoes have them repaired here.

City Shoe
Repairing Company
50-52 S. Queen St. Lancaster, Pa.

SOMETHING TO WEAR

—that's the best way to take care of a man's Christmas

No other gift is quite so certain to please a man as some smart article of apparel—something he hankers for, perhaps, but hesitates about buying for himself.

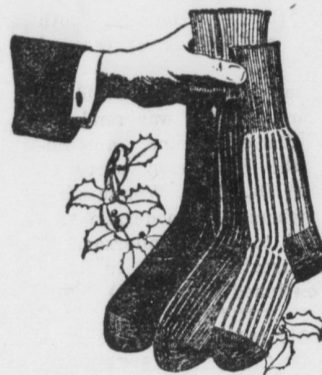
Are you wondering what you will get him? Why not some of the articles suggested below? Men always need any of the several things we are advertising, and there is no place in town where your 100 cents will go further than in this store. Out of a store abounding in such gifts for Men and Boys, we have chosen a few good things to list for your convenience.

Our label on the box will enhance the value of your gift. It's a label that men set lots of store by.

OVERCOATS

A Big Assortment From

\$16 to \$35



HOSIERY

15c to \$1.50

In all the new shades and styles. We carry "Interwoven", "Monito" and "Phoenix" Hosiery. Lisle, 25c up; Silk, 50c up; Wool, 65c up; Silk and Wool, 75c up. Guaranteed for wear or a new pair free.

NECKWEAR

50c to \$2.00

In Silks and Knits, packed in Christmas boxes.



SHIRTS

Our biggest department—yes, the town's biggest—featuring the dependable "Eclipse" and "Getz." Prices throughout run from \$1.00 up. Very handsome line of Broadcloths and Crepes in fancy stripes and Pongees at \$5.50. Also Dress Shirts with soft and pleated bosoms, collars to match—\$2.50 up.



50c to \$7.00

Hanover, Hansen and Grinell Gloves

Silk and Fur Lined. Warm, not clumsy.

P. E. GETZ, Mt. Joy, Pa.

H. H. KRALL



I always have on hand anything in the line of
SMOKED MEATS, HAM, DRIED BEEF, BOLOGNA, LARD, ETC.
Also Fresh Beef, Veal, Pork, Mutton
Krall's Meat Market
West Main St., MOUNT JOY

Hours: 7:40 to 9:00 P. M.
Tuesday, Thursday and Saturday
2nd Floor Hertzler Building
Elizabethtown, Penna.

J. S. KUHN
THE CHIROPRACTOR
12:30 to 1:30 P. M. and Monday,
Wednesday and Friday 7 to 9 P. M.
202 Mt. Joy St., Mount Joy, Pa.

Ice Cream Groceries and Confections

Famous Chincoteague Salt Oysters

BRANDT BROS.

Mount Joy Street, Mount Joy, Pa.

LOTS FOR SALE—I have several very desirable building lots at a good location in Florin. Will sell one or all. One has a good frame building hereon. The price is right. Call or phone J. E. SCHRULL, Resitor, Mt. Joy, Pa. apr. 15-16.

A Message of Real Importance to Mount Joy Women and Misses About to Invest In a New Winter Coat

The Garvin Store Announces a Manufacturer's Unloading Sale of the Choicest Winter Coats at 1-3 to 1-2 Less than Earlier Prices

To these we have added several hundred Coats from Regular Stock and Reduced them in Price to Correspond with the New Low Prices in this Great Sale.

Considerably over a Thousand Newly Made Coats—tailored by some of our best coat makers and of very fine materials—the majority with large fur collars and many with cuffs to match.

Just another Garvin achievement in the bringing down of Women's Apparel Prices is emphasized by this—

THE BIGGEST COAT EVENT HELD THIS SEASON

We call it a Manufacturer's Unloading Sale because several makers found themselves in a position where they were compelled to realize cash and to get it quickly—unfortunate for the maker but fortunate for you and us as we secured coats at ridiculously low figures and you can buy them in the same way.

We have divided them into six price groups for easy selection and quick selling.

\$59.50-\$37.50-\$23.50-\$17.50-\$13.50-\$8.50

Misses' Sizes—Women's Sizes—Extra Sizes

M. T. GARVIN & CO., Next Door to Court House LANCASTER, PENNA.