

MT. JOY BULLETIN
MOUNT JOY, PA.

J. E. SCHROLL, Editor & Propr.
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The subscription lists of the Landisville Vigil, the Florin News and the Mount Joy Star and News, were merged with that of the Mount Joy Bulletin, which makes this paper's ordinary weekly.

EDITORIAL

A SUGGESTION

In last week's issue of the Bulletin, we published the particulars concerning a raid on a business place along our highway east of here. This is the third time in as many months that the place was raided and the general impression seems to be "who cares."

As long as men can make plenty of money violating our state laws and when caught, give up a little of that easy money, and be set free, we see no end of this trouble in sight.
Instead of fining these violators, why not send them to jail for 30, 60 or 90 days. We feel positive there would be fewer violations. Monday men simply laugh at a fine but show me the fellow who can laugh off a jail sentence.

Persons who have not given the subject of advertising serious thought may be inclined to believe that standard products could be sold cheaper if the manufacturers did not spend so much money in advertising them. The contrary is the truth.
Every concern which seeks a general market for its goods finds it necessary to set aside a certain sum each year for advertising, and this is charged as a part of the operating expenses, the same as rent, fuel or insurance. The aim of the advertising manager is to buy the largest possible circulation among persons who would be interested in his product.

Every manufacturer has certain fixed charges which must be paid out of the receipts from the business, and the larger the volume of business that can be created the less per article is charged for the payment of overhead costs. This volume of business is obtained only by creating a demand for the goods, and it is most quickly and cheaply done by direct appeal through the newspapers.

The same principle which obtains in the case of the general advertiser could be applied in the business of the smallest merchant. The quicker the turnover which a dealer is able to make the sooner his profit is obtained and the cash is put in the till for new purchases. Advertising of the practical kind will help to make quicker sales and more frequent profits. The result is that the retailer, with the aid of the general advertiser, is able to maintain standard prices and quality in the widely advertised articles.

DOING THE SHOPPING
If human nature were not what it is, the Christmas season might not be one of rush and worry over what to buy and sales forces in stores would not be rushed to exhaustion in the two or three weeks before the event. If people did their shopping when it could be done under the least congested conditions, it might extend over months instead of weeks, and it would be not less seasonal.

However none but the exceptional person thinks of doing shopping until it can not be put off longer. Then it becomes an ordeal and is so strenuous that it tends to rob the season of the "cheer and good will" that attach to it sentimentally. The "good will" might actually evade the shoppers were they not overworked trying to find what they want and struggling to get it. Yet it would not be Christmas for a lot of people were it otherwise. They have become so accustomed to waiting and then making a hurry-job of it, that they betimes.

Human nature is a peculiar thing despite the fact that all of us have it. It wouldn't be human nature if it wasn't odd. If we did everything in a reasonable and sane way, we would not be human beings. We would be super-human and that is too much to expect. It is the prerogative of human beings to do as they please and to meet it as we can the doing of what we cannot avoid. There may be those who are forehanded in Christmas shopping, but they are rare and so different from the mass that they are odd too.
By the way, we must do our shopping pretty soon.

HELP CORRECT A BAD HABIT
The days of the week are known by proper names. Holidays and holy days alike bear names that are pregnant with meaning. They are neither numbered nor lettered in the order of their occurrence or for any other reason. There is one outstanding exception. One day—the day of all days—it is called "Xmas." It is sadly miscalled, disgracefully designated.

It's up to the newspapers to correct the evil that is crowded into that one little expression: "Xmas."
It's bad enough for Christmas to be written Xmas on any flimsy pretext; but now, largely through free use of the abhorrent abbreviation in newspapers chiefly in advertising—that day is so dear to us is being given widespread pronunciation in accordance with its shortened spelling. Christmas Spirit doesn't mean near so much when it is called Ekemas Spirit.

The "X" is borrowed—or stolen from the Greek in which language it is a symbol equivalent to the name of the Saviour.
But how many of us own restaurants or candy kitchens? How many of us would know what?

MASTERSONVILLE

Mrs. Scott Souder and daughter Mary, spent a few days with relatives in Lancaster.
Mr. and Mrs. Abram Stauffer were guests of his sister, Mrs. Susan Veit, of Monterey.
Mr. and Mrs. Abel Hollinger and daughter, June, visited Mr. and Mrs. Allen Hollinger, of Mt. Joy.
Mrs. M. F. Davis, of Arkside, Chester, is spending this week with her mother, Mrs. Maris McMillen.

Mr. and Mrs. Charles Taylor and son, Charles, and Misses Kathryn and Ella Morris were recent visitors in this village.
Mr. and Mrs. Elmer Zug and daughter, Mildred, Mrs. B. Zug, visited Rev. and Mrs. H. A. Merkey of West High street, Manheim.
Rev. and Mrs. B. G. Stauffer and daughters, Naomi, Esther, Dorothy, and Benjamin Stauffer, Mr. and Mrs. Harvey Stauffer, visited Mr. and Mrs. Peter Snively, of Manheim.

Miss Weaver, of Millport, Miss Leah Gravbill, of Bareville; Paul Shelly, of Mastersonville; Paul Hershey, of near Manheim, motored to Perry county, to visit Miss Myrtle Collins, a former teacher of the Mastersonville School.
Mr. and Mrs. John Ruhl entertained Mr. and Mrs. Elias Galbreath and children, Emelia, Grace Aaron, Clayton, Mr. and Mrs. Elmer Hummer and children, Elmore and Elam, of White Oak, Mr. and Mrs. Ed. Herr, and son, Carson of near Ruhl's Church.

Mr. and Mrs. Henry Shearer entertained Rev. Daniel Bowser, of York; Rev. and Mrs. H. L. Hess, of near Chiques; Mr. and Mrs. George Summy and sons, Ray and Carl, of near Mastersonville; Mrs. Amos Brubaker, Mr. and Mrs. Peter Brubaker, and son Paul, of Elizabethtown.

Mr. and Mrs. Samuel G. Nohren hold entertained Mr. and Mrs. Henry H. Nohrenhold, David B. Gindler, of Mastersonville; Mr. and Mrs. Joseph Moyer, of Naumanstown; Mr. and Mrs. Eli Ginder, Martha Ginder, Mrs. Mary Nohrenhold, of Manheim; Mr. and Mrs. John Hollinger, of Old Line.

Mr. and Mrs. Henry H. Nohren hold entertained Mr. and Mrs. Samuel G. Nohrenhold Stella Nohrenhold, Mr. and Mrs. John Showers Fannie Showers, of Union Square; Mr. and Mrs. Samuel Gish, Emma Hiestond, Austin Brubaker, of Mastersonville; Mr. and Mrs. Elmer White, Paul H. Brubaker, Margie H. Brubaker, of near Mt. Joy; Mr. and Mrs. Abram Heisey, Barbara Babel, Amanda Heisey, of near Mastersonville.

SALUNGA

Grace Mumma and Isabell Byerly spent Sunday with Miriam Kendig.
Mrs. Aaron Will was the guest of her daughter, Mrs. Walter Staley, on Sunday.

Lillis Stauffer spent Sunday with her cousin and wife, Mr. and Mrs. Omer Landis, near Mellinger's church.
Kathleen Witmer, of Hanover York county, spent a few days last week with her aunts, Lillie and Annie Erisman.

Dorothy Minnick entertained at her home on Monday evening the members of her class at Landisville High School.

Miss Stroh, a returned missionary from China, will speak in the Salunga Methodist church on Saturday evening at 7:30 o'clock.
Milton Miller, Norman Miller, Walter Staley, Albert Brosey and John Hamilton are hunting for deer in Perry county, this week.

Edith Nissley, a returned missionary from India, spoke in the Lutheran church at Landisville on Wednesday evening. Her father, Frank Nissley, resides one mile east of Landisville.
The monthly meeting of the Women's Foreign Missionary Society of the Salunga M. E. Church met on Monday evening at the home of Mrs. Fackler. This year's study is on "Prayer and Missions." Dr. J. S. Kendig and son, Benjamin, and daughter, Mary, and brother, Dr. John D. Kendig, of Manheim left on Monday for Meytown, Milffin county, where they will visit at the home of Dr. Johnson, a classmate of the former Dr. Kendig.

The Cross and Crown class of Methodist church with Mrs. John Peifer, teacher, held a miscellaneous shower in honor of Mrs. Howard Eissner, a member of the class, at the home of her parents, Mr. and Mrs. Elias Strickler on Wednesday evening. Mrs. Bissinger received many beautiful and useful gifts. Refreshments were served.

About thirty members and friends of the Epworth League of the M. E. church held a treasure hunt on Tuesday evening. They met at the Minnich home where they procured the tickets and thence started out in two companies, following the directions found along the way. After a two-hour walk, they found the treasure and returned to the home of Dr. and Mrs. J. S. Kendig, where lunch was served.

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It is all about it the menus were printed in Greek instead of English?
G in algebra equals the unknown. Perhaps it's all right for unbelievers to whom Christ is unknown prefer to be known as such rather than as Xmas which Christmas is sacredly known by its right name so that none of its significance be lost.

We don't call Easter Sunday Alarm Clock Day because that mechanism is closely identified with rising. We don't call Good Friday Zday because the letter Z occupies a symbolic position in the alphabet.
"Xmas" is no more excusable, no less sacrilegious, than to use X to designate Christ; but as long as we're not writing short hand, it's neither nice, necessary nor appropriate. Let's forget the lazy, irreverent abbreviate mixture of Grecian symbolism and Saxon suffixism and stick to Christian.

It's Christmas we are preparing to celebrate. It hasn't any other name. Don't write it "Xmas." Don't call it Ekemas.

THE BIG MEN'S STORE



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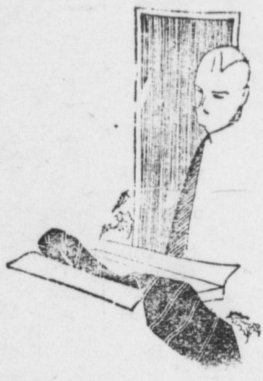
is all athrob with the Spirit of the coming Yuletide. It's offerings were selected over the past six months with what we believe to be incomparably fine taste, and then priced according to our reputation for reasonableness.

A Gift that Never Fails to Please

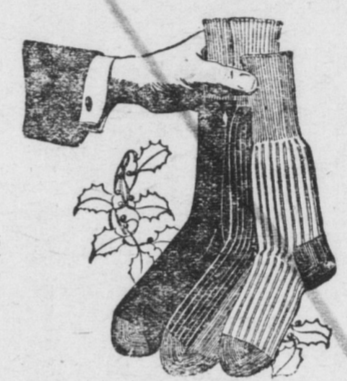


Dress Gloves at 75c Up
A Wool Knit Gloves and Mittens—75c to \$1.50—Men's and Boys' Kid Gloves, plain silk-lined and wool-lined, in Brown, light and dark Tan. Capes in spear back and fancy embroidered. Also light and dark Gray Capes, Mochas and Buckskins of Gray, light colored Bucks and light and dark Beavers. Capes at \$1.50 up; Buckskins, \$2.50 up; Mochas, \$3.00 up.

A Tie Always Makes Good With the Man



Neckwear for Men and Boys
Regimental stripes will be very good; also Repps. Big showing at \$1.00 and \$1.50. Beautiful selection of hand-made Ties at \$1.50 up. Cut Silks at 50c to \$3.00. Knit Ties at 50c to \$3.50, including the famous Berkley in accordeon, Swiss and crochet Knit.



Dress Hosiery
Priced at 25c to \$2.00. Silks, plain and clogged, 75c to \$1.75. Lisles at 25c, 35c, 50c. Fibre Silks at 50c. Fancy Silk-and-Wool and All-Wool, 75c to \$2.00. Part wool and lisle, 39c, 50c. Black and Gray Cashmere, 65c, 75c. Featuring such brands as Westminster, Onyx and Interwoven.

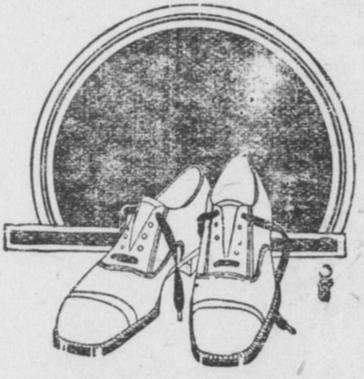


Gifts of Leather
Tongue and Snap Belts, 35c to \$1.50. Pocketbooks, 50c up. Bill folds and Purses, \$1.00 up. Leather-cased Pocket Combs, 50c up. Also every conceivable item in Traveling Goods—Bags, Suit Cases, Trunks, Brief Cases, Sample Cases, Overnight Bags, Hat Cases, etc.

Hats and Scarfs

We'll show you Men's and Boys' Hats and Scarfs in a range of styles and prices that can't help be worth the while. Prices for finest qualities run at \$1.25, \$1.50 up to \$5.00.

SALE OF FLORSHEIM SHOES



Our entire stock---all regular Florsheim quality---all styles---all leathers---get yours today at \$8.50

P. E. GETZ, Mount Joy, Pa.

ERISMAN'S CHURCH

F. D. Keener's new house is nearing completion.
Levi Eby and Martin Gross are in Cumberland county hunting deer.

Mrs. A. B. Erb was confined to her bed the past week with a heavy cold.
Mr. and Mrs. Ammon Bucher were guests of Harry Kaufman, on Sunday.

Mr. and Mrs. John Baker were guests of Grandpa Baker's, at Hempfield, on Sunday.
Mr. and Mrs. Walter Keener's entertained John Cassel and family of the Junction, on Sunday.

Mr. and Mrs. Herman Metzler and children and Mrs. Abr. Metzler visited Monroe Metzler's, on Sunday.
Mr. and Mrs. Daniel Erb and family and Mr. and Mrs. Isaac Erb and family called at A. H. Erb's on Sunday.

Henry Miller has a very fine lot of pullets, which at present are producing over 200 eggs a day.
Rev. and Mrs. Martin Metzler entertained Mr. and Mrs. Isaac B. Erb and family, and Mr. and Mrs. Jacob Snyder and family, on Sunday.

Mr. and Mrs. Clayton Herr and daughter, of near Mt. Joy, and Mr. and Mrs. Abr. Eshleman and family, of Landisville, were guests of Rev. and Mrs. Isaac Brubaker, on Sunday.
Tobacco striping is in order. Farmers took advantage of the damp weather and many of them now have a supply taken down which will keep them busy for this year.

Mr. and Mrs. Benj. Keener and family, of Dauphin; I. r. and Mrs. Edwin Heisey, of Elizabethtown; and Mr. and Mrs. Elmer Brubaker and family, of Mt. Joy, dined with John Metzler and family, on Sunday.
J. Earl Witmer while hauling fodder last week, crased a cotton tail from one of the fodder chocks. When he shot it, to his surprise, he frightened four fine jacks on the other side of the stock and he caught the four, ere they got out of the corn field.

Mr. and Mrs. Clayton Nissley and family, Mr. and Mrs. David Nissley and family, Mr. and Mrs. Elam Longenecker and family, Mrs. Lavina Longenecker, daughters Anna and Rose, C. E. Rohrer and Amo Longenecker dined with H. B. Erb and family on Sunday.
Mr. and Mrs. F. D. Keener entertained the following guests on Sunday, at dinner: Mrs. Annie Keener, Mrs. Loda Nissley, Mr. and Mrs. Joe Heistand, and children, Alice, Almeda, Claude, David and Anna, Mr. and Mrs. David Heistand and children, Erma, David and Beatrice.

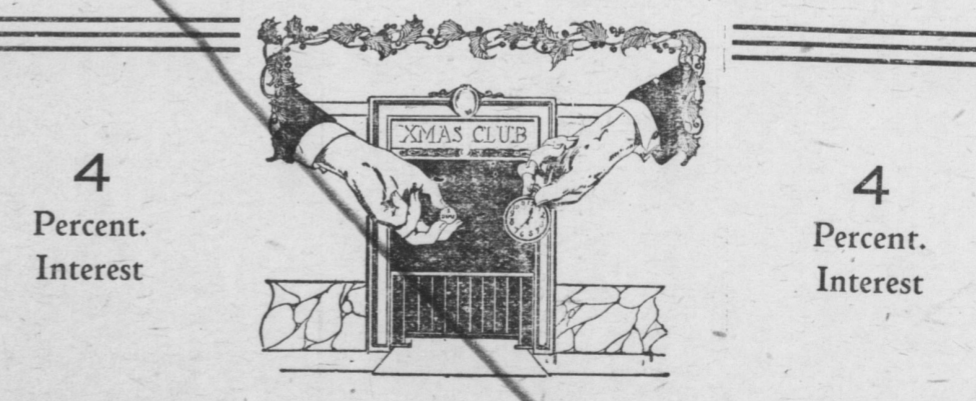
MILTON GROVE

Mr. and Mrs. Russel Stum, of Akron, visited Mr. and Mrs. John Bender, of Milton Grove, Sunday, on Saturday, Mr. James Berrier purchased a Ford truck from Mr. Henry Strickler, of Elizabethtown. The hunters of around this vicinity that were at the mountains hunting deer returned home not having any deer and reporting them scarce.

Mr. and Mrs. Homer Kistler and family, Mr. and Mrs. Austin Berrier and family Mr. and Mrs. George Mumper and family were the Sunday guests of Mr. and Mrs. James Berrier and family.

Our classified ads bring results.

Christmas—Time to Save



4 Percent Interest

4 Percent Interest

New Christmas Savings Clubs are now starting at this Bank, and you are most cordially invited to join. A small amount deposited weekly will insure you a handsome sum for next year's Christmas Shopping.

FIRST NATIONAL BANK

MOUNT JOY, PA.