

JOY BULLETIN

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EDITORIAL

THE RIGHT IDEA

Our readers will remember that the Fire Company is making an effort to get the title to the Council Chamber building in order that they may enlarge their quarters. They too, have the right idea when they consider the replacement of our present post office building with more modern structure. This would certainly be a fine movement in which we feel certain, everybody in town would be interested and benefited.

THE THERMOMETER INDICATES NEW CLOTHES

Chill breezes remind us that winter is on its way; the raiment suited to the season must needs be purchased by those who dress by the thermometer rather than the calendar. Unusually warm weather, for the fall months, has been enjoyed by all; but merchants have reported slack periods due to the height maintained by the mercury. The winds from the north should change that. And the merchants are ready for the winter rush. Such stacks of delectable merchandise! Such up-to-dateness in style! Such carefully chosen selections! Such courteous service! Such fair prices! Where else will you find these in conjunction? and why should you, a loyal citizen, desire to?

GIVING THANKS

The story of the landing of the Pilgrim fathers and the hardships they endured in establishing a colony in the new world is too old to need repeating. But now that we are about to observe a holiday established by them we can well afford to think about the true significance of the day, for a moment at least. We should pause between the time we purchase the Thanksgiving turkey and the hour when we sit down to indulge our appetites to the limit, to recall the sacrifices upon which our society was built. The great task of winning a great wilderness and transforming it into the very center of civilization cost thousands of lives and brought untold misery and hardships. Today as a result we are able to enjoy luxuries that kings of the time of our Puritan fathers could not hope to have. We are indeed the most fortunate race of humans that the sun has ever shone upon, and we have reason to give thanks to those who went before and to the kindly providence that has seen fit to endow us with the greatest comfort and happiness that any race has been able to enjoy.

THE CHILD DRIVER

Youth, with its visions high as the stars, its courage, so brave that it borders on recklessness, its boundless enthusiasm that will send boys to span the skies between the continents and make girls accept the challenge of the English channel and dare brave its waters, is a glorious time. But because of the lack of discretion which only years of experience can bring, it is necessary for those who are older and wiser to control the activities of those who have not felt the need of tending the life urge.

Youth, if let alone, will kill itself rather than store dynamic forces against the day when it can be properly guided into paths of service instead of being broken in useless paths. Therefore, the juvenile court, the sheriff, and police department are to be congratulated in their efforts to break up the use of automobiles by children.

State laws prohibit children under 16 years old from driving motor vehicles and provide that any adult furnishing a car to a minor may be prosecuted. If the condition is serious enough to warrant such law, that law should be enforced. If it is not, it should be struck from the statute books. Laws are made to be enforced, not broken, and the child-driving problem is one that requires the co-operation of the entire community.

Any young person of ordinary intelligence who will make use of the sense he has who will work and save his money, can succeed in a material way.

Early British residents in India built one-room partitioned dwellings called 'bungalows' from the Hindu word 'bangla,' meaning thatched hut. From these came the word bungalow.

LANDISVILLE

Jacob Summy, cashier of the local bank is confined to his bed with typhoid fever.

Monday evening, Nov. 14, the Landisville Volunteer Fire Co. held its monthly business meeting. The Landisville Box & Shook Co. are busy making tobacco cases for the coming packing season, which will soon be started. This Company makes a large variety of shipping cases.

Jacob Musser's new home is nearing completion as well as David Cooper's, Milton Mowerer, John Kitzner and Morris Kaufman. The brick layers started on the new home for Jacob Minnich at Salunga H. W. Greiner is the contractor on the Minnich home.

H. W. Greiner and force of men are building a large brick warehouse for the A. H. Hoffman Seed Co. of Landisville. The building will be 1 1/2 story with basement, size 40x138. This structure will be used entirely for drying Seed Corn and will be equipped with modern machinery used in the drying process.

Extensive improvements are being made to Mease's restaurant at Landisville. The building is being raised three feet and the interior is being remodeled into two rooms each 15x30 ft. The one room will be retained as a restaurant by the owner and the American Stores Co. will occupy the other room. There is also an attractive brick store front being added to same. H. W. Greiner is doing the work.

Thursday evening, Nov. 10th, Messrs. E. Godshalk, F. Shenck, J. H. Grube, H. W. Greiner, Rev. H. S. Hershey, W. Greider, J. Herr, Rev. A. E. Cooper, E. L. Snively and J. W. Long attended the opening dinner for the Lanc. Co. workers in the Community Chest Campaign which was held in the Odd Fellows Hall, W. Chestnut St., Lancaster. The various elements of the campaign were explained and data given out to aid in the drive for the different organizations.

BAINBRIDGE

Ray G. Good spent Saturday in Harrisburg, on business.

Walter Brunner and Olive Sheekard motored to Philadelphia, Tuesday.

Levi Brenner visited his brother, Horace Brenner at Royaltown, Thursday.

Mrs. Morris Wagner visited her daughter, Mrs. Miles Kelly, at High-spire, Saturday.

George Schreiner of Manchester, York county, spent the week with Mr. and Mrs. G. Wilbert Mohr.

Miss Dorothy Long is spending a week with her aunt and uncle, Mr. and Mrs. J. S. Figley, at York.

Martin Smith, Charles Nagle and Henry Lynn attended a masquerade ball at Royaltown, Saturday evening.

Mr. and Mrs. John Wile have moved into the house formerly occupied by I. Scott Smith and family.

Mr. and Mrs. Hartman Leiphardt and children, of Red Lion, spent Sunday with Mr. and Mrs. J. Frank Leiphardt.

Mr. and Mrs. Dewey Kaufman and children, Harry and Jean, of Columbia, spent the week-end with Harry Kaufman.

Miss Verna Eby, a trained nurse of the Harrisburg Hospital spent the week-end with her parents, Mr. and Mrs. Samuel Eby.

Mrs. John H. Fishel and children, Ray and Ella, spent several days in Goldsboro, with Mrs. Fishel's parents, Mr. and Mrs. S. G. Boyer.

Mrs. L. F. Smith and children, Ralph and Muriel, and Helen Heisey are spending the week with Mr. and Mrs. George Finchbaugh, at York.

Lawrence Smith and C. B. Henderson attended the meeting of the William Brenner Post American Legion, held at Marietta community house, Thursday evening.

The Conroy Rod and Gun Club held a business session at the home of Abram L. Hoffman, Friday evening. Final plans were made for the annual trip to the South mountains, during December. The following members were present: G. A. Hebbel, A. L. Hoffman, G. Wilbur Mohr, Elwood Schaeffer, N. R. Hoffman, Martin Smith, Monroe Morgenthal and North S. Heisey.

MAYTOWN

Mr. and Mrs. Daniel Frynsinger, of Mt. Joy, spent Sunday with their daughter, Mrs. George Sload.

Christ Breshler, of Coatsville, spent several days with his parents, Mr. and Mrs. H. C. Breshler.

Mr. and Mrs. Eli Morton and daughter, Violet, of York, spent Sunday with Mrs. George Houscal.

Mr. and Mrs. Earl Druck and daughters, Fay and Hellam, spent Sunday with Mr. and Mrs. John H. Henderson.

Ellsworth Trone, of New Brunswick, New Jersey, spent the week-end with his parents, Mr. and Mrs. Harvey Trone.

Mrs. Isaac Carpenter and Miss Anna Culp, spent the week-end with Rev. and Mrs. J. Clair Witmer at Shiremanstown.

RHEEMS

The Rheems Boy Scouts are enjoying their institute week vacation husking corn for Martin Risser near Rheems.

Rev. and Mrs. H. S. Kiefer of Mount Joy, spent last Sunday afternoon at the home of Mr. and Mrs. Abe Butzer at Rheems.

The Church of the Brethren opened a series of evening meetings at their West Green Tree Church in charge of Irvin Heisey from an adjoining district.

W. E. Maulfield, of Enola, P. R. R. operator, is filling the vacancy at Rheems Block Station caused by E. S. Booth being on the sick list the past two weeks.

The Rheems Aid Circle met at their Sewing Room at Rheems last Wednesday morning with many members to complete and start numerous garments for missionary purposes.

Mr. and Mrs. Jacob H. Bard and son, John, and daughter, Ida and Dorothy of Columbia, spent last Sunday afternoon at the home of H. H. Bard and his daughter Amanda, at Rheems.

Church of the Brethren held their regular morning services at Rheems last Sunday with a large attendance with the following Elders and Ministers on the bench: Kaylor, Shearer, Irvin Heisey, Nathan and Hiram Eshleman.

The following young men from Rheems accompanied the Pittsburgh Excursion last Saturday and Sunday: Luther Grove, Robert Keady, Walter Espenshade, Jacob Souders, Paul Henry, Edward Murphy, Elias Landvater and Millard Hoffman.

The Rheems Fire and Improvement Association held a special meeting last Friday evening at the office of H. K. Landis. The question was put before the house and recorded favorably to purchase a vacant lot suitable to erect a Fire Engine House. A committee was appointed to investigate two different plots of ground and report at the next meeting to be held Friday evening, November 18th.

DEMAND FOR SOY BEANS CALLS FOR EXPANSION OF CULTURE

Soy bean growing is a branch of agriculture in which the national supply does not meet the demand. W. J. Morse of the United States Department of Agriculture, pointed out to an Illinois audience at the State Soy Bean Day celebration at Urbana. In spite of the very rapid spread of soy-bean culture in the United States in recent years, we imported last year about 31,000,000 pounds of soy beans. These large imports and the increasing utilization of the crop, Mr. Morse said, call for an expansion of soy bean production in our own country.

In the United States the industry is in its infancy and although soy beans are used primarily for forage, our oil mills offer an opportunity for greater production of seed. In China the soy bean is primarily a cash crop. It is used in many food products and is an indispensable part of the national diet. In Manchuria, which produces about 70 per cent of the world supply of soy beans, the crop occupies about 25 per cent of the cultivated area, producing on an average about half a ton per acre.

That the Department of Agriculture is doing its share in promoting soy bean culture is reflected in the fact that one of its agricultural explorers in China obtained approximately 2,000 introductions of seed, which are being tried out by the Government with promising results.

IRONVILLE

Lewis Fornoff, of Ironville, and Miss Mildred Edmonds, of Manheim, were married at Elkton, Md. They were attended by Roy Hershey and Helen Shelly, of Manheim. They will make their future home for the present at Ironville.

Mrs. Charles Martin, of Columbia, was visiting at the home of her parents, Mr. and Mrs. Phillip Bard.

Miss Laura McCune and Reba Rettew attended the regional conference of the Young People at Lancaster this week being delegates from District No. 3. They will give a report in the C. E. society service on Sunday night in the Ironville U. B. church.

IRONVILLE

The citizen's band of Ironville, with a body of townspeople, Monday evening marched to the home of Philip P. Dattisman, sheriff-elect of Lancaster county, where they congratulated him upon his success in the recent election.

The band played several selections, and each member of the party tendered Mr. Dattisman a personal congratulatory note. Mr. Dattisman is the second sheriff of Lancaster county to be elected from West Hempfield township during the last 34 years.

When a Deep-Sea Naturalist is preparing a skeleton of a specimen for mounting he removes the skin loosens the flesh and lowers the body into the sea until it hangs just clear of the bottom; he then allows the sea fleas, active little crustaceans with voracious appetites that swarm the bottom of the sea, to denude the bones for him.

The Federal Reserve Bank of New York handles on an average thirty-five tons of coins a day. By the machines used to count and weigh these it is found that a thousand dollars worth of dimes weighs fifty-three pounds, that fifty bags of nickles total ten thousand dollars and that a ton of pennies fill sixty bags and are worth three thousand dollars.

DOES HE BELIEVE IN ADVERTISING?

There was a man who said he did not believe in advertising. He is a married man. When he was young and gay he had a sweetheart. She became his wife. He is happy now. But why and how did he get her?

He advertised. Not in magazines or by joining a "Lonesome Club." But he advertised just the same.

He "showed off" at picnics; did stunts of physical skill where she could see.

His trousers were always pressed when he went a-courting. His tie was of the latest hue and pattern.

He talked of big, brave things in her presence. He told her of the little home they would acquire, and how it could be done on his salary.

By the time she answered "Yes" she knew who he was, where he was, and what he was worth financially and morally.

By his "advertising," her attention as directed to him, she knew all about him, and she was convinced of his value.

She simply "answered his ad." Both are happy now and both have profited by the transaction. He simply "let her know what he had to offer."

Advertising is simply letting the world know what YOU have to offer.

Newspaper advertising is the best way to do that.

MARKETING HINTS FOR HOUSEWIVES

The white potato is most widely used vegetable grown in this country. It is found on the tables of the rich and poor in all parts of the world. Since the potato is often the Irish potato, many have gained the impression that it originated in Ireland. It is believed to have originated in Peru where it was grown thousands of years ago. The world did not take the potato at first either in Europe or America. It was not until after the American Revolution that it became an important crop in this country.

The popularity of the potato grew until there are approximately six billion bushels grown in the world each year, according to the Pennsylvania and Federal Bureau of Markets.

Most of the potatoes offered in Philadelphia are coming from Pennsylvania, Maine and New York State. It is very difficult to predict whether prices will advance but this is usually the case at this time of year. New York State has done considerable research in retail marketing. They have found that it costs 19 per cent more to buy the same quantity and quality of fruits or vegetables in a grocery store than it does in a chain store where the customer pays cash and carries the purchase himself.

The same studies also show that it is the making of the sale that generates marketing costs. The average retailer wraps up about 35,000 packages of fruits and vegetables and this was due to the consumer buying only a day's supply at a time. It takes just as long to wrap, charge and deliver two pounds of potatoes as ten pounds. They believe if the customer would buy more of each commodity at a time, that the stores could sell at lower prices.

RESISTANCE TO COLDS FROM PROPER FOODS

During the fall months, mothers are advised to begin to feed their children a concentrated vitamin. A diet to help prevent winter colds. Miss Ada Lockhart of the Ohio Unit of the National Dairy Council explains the relation between lack of Vitamins A and colds.

"Since last winter, rapid progress in discovering one of the real reasons for colds has been made. Many noted physicians and scientists have come to the conclusion that Vitamin A as found in butter, whole milk, cod liver oil and in the green leafy vegetables help build the body's own protection against infections of the nose, throat and lungs. Such authorities as Dr. Henry C. Sherman of Columbia University, have issued statements regarding the service of Vitamin A foods in building up resistance against colds."

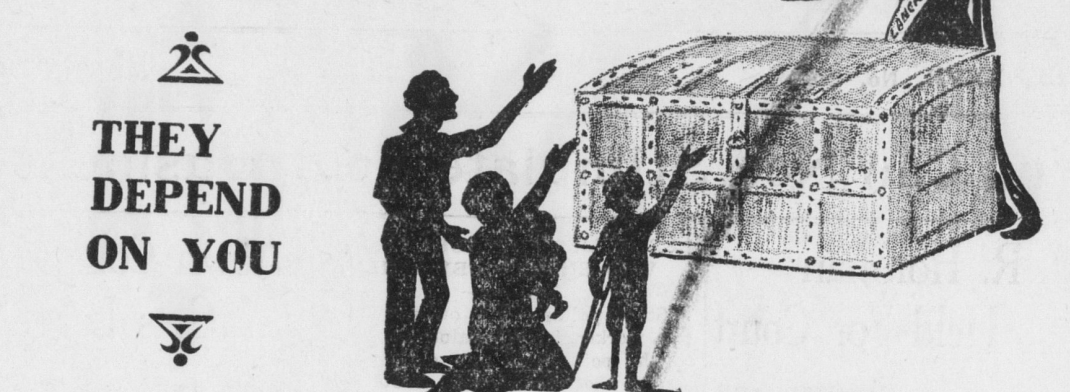
Insurance companies, because they realize that a common cold is often the beginning of an infection that causes death in years to come, have spent considerable sums of money in studying the real cause of colds. No less authority than Dr. Milton J. Rosenau of Harvard University, is chairman of one commission studying cold causes.

"It is significant," points out Miss Lockhart, "that this fact is reported in one of the most recent of the free health booklets which the largest insurance company distributes by hundreds of thousands in its attempt to educate the public toward the gaining of longer life. Vitamin A helps—growth and vitality, and protects against diseases of the nose, throat and lungs."

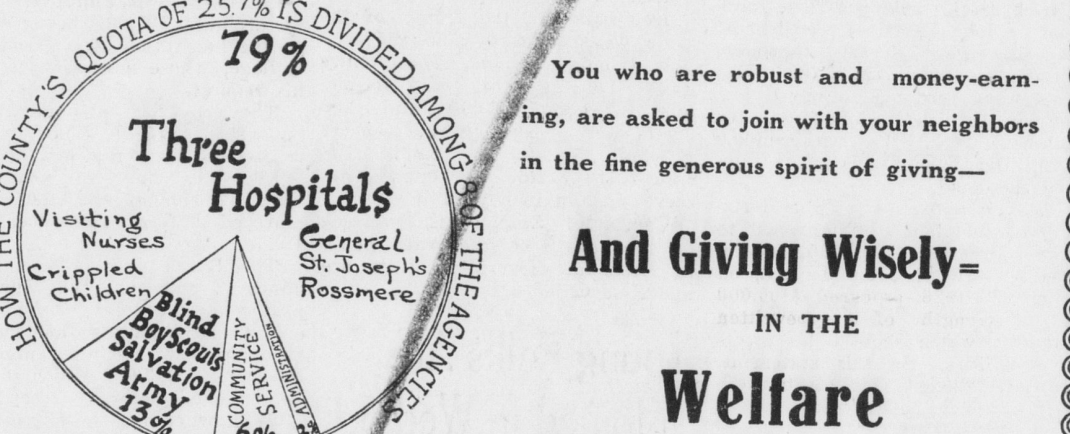
Extract from a letter written by a Chipola, Florida, resident on July 18, 1828: 'Lands have risen at least 300 per cent in price and are daily advancing; the tide of emigration is flowing in rapidly, and the country still proves uninteruptedly healthy; the physicians to avoid starvation, are moving away.'

The longest English word recorded by an dictionary is—antidisestablishmentarianism.

HOW GOOD A NEIGHBOR ARE YOU?



YOU WILL NOT FAIL THEM—
The blind, the destitute sick, those who are struggling to keep families together—
Children—crippled, abandoned, suffering in the hospitals—
Youngsters—healthy, lively, needing wise guidance and wholesome fun—



GIVE - NOV. 10 - 21



A favorite Personal Car with Big Car Owners

You would be astonished to know how many owners of two or more cars leave their larger cars at home, to drive the Essex, for they sacrifice no comfort or performance their larger cars can give, and they enjoy definite advantages in driving ease and handling. And these same advantages appeal to every owner, no matter what his previous car experience. Essex ownership is a progressive discovery of satisfactions and enjoyments that grow with possession and of which performance is but an item.

ESSEX Super-Six

2-pass. Speedabout - \$700
Coach - \$735
4-pass. Speedster - \$835
Coupe - \$735
Sedan - \$835
All prices f. o. b. Detroit, plus wear excise tax

E. B. ROHRER, Mt. Joy, Pa.

The man who thought a buggy was good enough

IN THE old days, a solid, conservative citizen might sniff and tell you he didn't read advertising.

He didn't think so much of the horseless carriage, either. The telephone was newfangled, and an insult to the United States mails.

As for radio, aeroplanes, wireless photography—if they had been born then, he probably would have thought them a bit immoral.

But he's changed. He's been educated. His point of view has been made broader and more modern. He has been civilized—by the automobile, the telephone, radio, advertising.

Every single one has opened up new paths for him, taught him new things. Advertising, especially. Advertising tells him the best things to wear, the best things to eat. Advertising tells his wife how to make a home up to date and attractive. Advertising tells him the prices to pay for things he buys, saves him from the old-fashioned ways of doing business—helps him live well, keeps him modern.

Advertising can help you. The advertisements in this paper are here to tell you many things that make life more comfortable, more interesting, happier. Read them faithfully. They'll keep you abreast of the times. They'll prevent you from becoming the type of old fogy—who—sniff—doesn't read advertising.

Mount Joy Bulletin Advertising is the key to modernity