

ADVERTISING

Advertising and not competition is now the life of trade, according to the advertising experts who met to attend the International Advertising Association convention. The delegates at this meeting heard a number of interesting things. Among these was the statement by Charles Stelzle, New York expert, to the effect that if churches do not advertise their "ware"—spiritual upbuilding and moral betterment for both the individual and humanity—they cannot hope to arouse interest among the masses and fulfill the obligations placed upon them as parties to the general spiritual movement.

Another speaker declared that "advertising is greater than any single moral force we know of today. Advertising brings about changes for the betterment of life itself, changes which fuse into the social and political life of the nation."

It is now generally admitted by economic forces everywhere that advertising is the most important development of modern business. And it is also coming to be realized that newspaper advertising is the best kind of paid publicity. In the convention just mentioned the delegates who were advertising experts, agreed that newspaper advertising affords the best publicity medium for the churches and all church activities.

Advertising is no longer a theory. It is a science. And it pays.

STUDIO OF MUSIC

A thorough and complete course in Theory, Harmony and Technique.

Pupils presented in Recital. Special Attention Given to Beginners.

STUDIOS

Harrisburg Mount Joy
326 South 14th Street 40 W. Donegal St.
MRS. R. P. MCGANN, Principal

nov. 9-3m



\$1.00
HARRISBURG
THE STATE CAPITOL
AND RETURN
SUNDAYS

Feb. 12, March 11
SPECIAL TRAIN LEAVES

Mount Joy 9:50 A. M.
RETURNING: Lv. Harrisburg 7:15 P. M.; Middletown 7:27 P. M.; Elizabethtown 7:40 P. M.; and Lancaster 8:05 P. M.
Pennsylvania R. R.

ATWATER KENTAC RADIO

Economical—Beautiful Compact
House-current operation
Real ONE Dial—Rich tone Dependable

Get it here on EASY TERMS



Model 37 Illustrated Less Tubes, Price \$98

Come in today while our stock is complete!

D. ROY MOOSE
FLORIN, PENNA.

HAROLD W. BULLER
House Painter
And
Paper Hanger Contractor

Estimates cheerfully given. Prices reasonable.
Florin, Pa.

FOR A GOOD CLEAN SHAVE OR HAIR CUT STOP AT THE
W. F. Conrad BARBER SHOP
OPEN EVENINGS AND SATURDAY AFTERNOON
No. 11 Lumber St., MT. JOY, PA.

The Mt. Joy Bulletin costs only \$1.50 per year.
Advertise in The Bulletin.



To Reduce Inflammation Kantleek Ice Cap

Made with the same care and skill that is used for the other members of the Kantleek family.

The Kantleek Ice Cap is of extra heavy gauge rubber with a smooth satin finish.

Comfortable when applied to any part of the body.

\$1.50

E. W. GARBER

The Rexall Store

MOUNT JOY, PA.

Your Calendar should tell you: "Every 10 Days you need a haircut"

Cultivate this fine personal habit—it makes a man look his best always.

Ladies' and Children's Hair Cutting.
Agent for Manhattan Laundry Always Go To

Hershey's Barber Shop

For Sale CHOICE Breeding Cockerels

Closely selected. Single comb, White Leghorn strain.

MUSSER BROS.

Phone 133R6

LEE ELLIS

POOL ROOM and RESTAURANT

Basement Mount Joy Hall

FOOT BALL—BASKET BALL HEADQUARTERS

For a Good Clean **SHAVE and HAIR CUT** at a right price go to

"Cap" Williams
E. Main St., MOUNT JOY, PA.

Ladies' and Children's Hair Cutting a Specialty.

STONE

Before placing your order elsewhere, see us. Crushed Stone. Also manufacturers of Concrete Blocks, Sills and Lintels.

J. N. STAUFFER & BRO.
MOUNT 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

GIFT SHOP
Parker Fountain Pens

Don. W. Gorrecht
JEWELER Mt. Joy, Pa.

OWL-LAFFS



O. W. L. (On With Laughter)

The other day "Allie" Stumpf went across the street to buy something from his friend Harry Laske-witz. After a brief effort and being unable to find the size Harry said—"I'm afraid the only thing I have to fit you that was not made to order is a handkerchief."

Now Harry feels as though he's square for that Big Parade story but Allie says he'll keep awake and get back before long.

A lady down town came to the office and asked me if I could suggest a way to keep down her gas bills. I told her to lay a brick on them.

The boys tell this one about one of our teachers. He dreamed he was riding a horse and when he got awake he was astride a broom stick down on North Queen street, Lancaster.

You may say what you will but just the same people at Florin are doing something there that we can't do. They are living there.

The fellows got into a spirited argument back at the fire house the other night on long distance musicians. One chap said he knew of a man who played a piano 118 consecutive hours. Ralph Eshleman heard about it and said—"Why that's nothin'; I can play the "Stars and Stripes Forever."

One day last week merchant John Booth lost his wrist watch. After looking for it everywhere he went home to lunch and when he rolled up his sleeve to wash his hands—sure enough there it was on his arm.

I've been kidding my friend John Newcomer so much about going fishing lately and believe me he got square the other day. He came down street with a fishing pole and a dog. When I met him he said—"What do you think of my new bait box?" and pointed at the dog. Before I could say anything John said—"The dog has the worms."

Mr. Peris, up at Florin, tells one about a dog he owned while he lived at Penn Yan, N. Y. He said the dog would hunt quail, rabbits, squirrel or land turtle and when ever they went out he would tell the dog what to hunt and he did it.

One day he thought he'd fool Mr. dog so he got his fishing pole. As soon as the dog saw it he disappeared and when he found the canine it was out back of a shed digging worms to beat the cars.

Since we're talking about fishing I guess I dare tell one that happened. A certain fellow was fishing for suckers and caught four fine bass. He put them on his stringer and presently a fish warden came along and saw the bass which were caught out of season. The warden asked him to explain and he said—"The buggers was stealin' my bait and I got 'em tied till I'm thru fishing."

One of our merchants here is awake. His slogan for advertising hoisery is "Hose for contented calves."

Now I know why lawyers occasionally shy off when bootleggers are arrested. They are satisfied if they just get a case occasionally.

A man on West Main street, who was very much "down in the mouth," asked me if I knew the cause of all the divorce cases. I told him "marriage."

People are continually slamming the women but you never heard of women cashiers embezzling or running off with their employer's money.

But when it does happen they take the employer.

Now that channel swims are over the axle grease market will suffer a severe slump unless we can find a use for it on transoceanic airplane flights.

This conversation was overheard in a Mt. Joy street parlor Sunday night.

He—"Every time I kiss you it makes me a better man."

She—"Well you don't have to try to get to heaven tonight."

A girl in New York married a man named Poppatriantafillopous. This is a real example of what love will do. She will have to call him Pop if she wants him in time for breakfast.

February
February, you and I (or so it seems to me) Have a lot of reasons to be close in sympathy. You are short three years in four (and so, God wot, am I). You are strong on holidays—just watch them marching by: Groundhog, Lincoln, Valentine,

Interesting Cage News of the Week

MOUNT JOY LADIES ARE LEADING COUNTY ALL-SCHOLASTIC LEAGUE WITH A CLEAN RECORD

Team	W.	L.	1,000
Mount Joy	3	0	1,000
St. Anthony	2	0	1,000
Upper Leacock	1	1	.500
Paramount	1	1	.500
East Junior	0	2	.000
Memorial Presby	0	3	.000

The Mount Joy All-Scholastics, our girl team which is the nucleus of the successful High school teams here of the past few years, is easily leading the County League Parade with a clean record.

Last evening at Lancaster the ladies won their third game easily 27-9. Miss Way showed the way in scoring with nine field goals.

The score:

Team	Field Goals	Foul Goals	Ts
Zahn, F	4	1	9
Ehlieter, F	0	0	0
Forrest, C	0	0	0
Smith, S-C	0	0	0
Sill, G	0	0	0
Buckwalter, G	0	0	0
Total	4	1	9

Mt. Joy All-Scholastics

Team	Field Goals	Foul Goals	Ts
Way, F	9	1	19
Shank, F	3	2	8
Lindemuth, C	0	0	0
Booth, S-C	0	0	0
Garber, G	0	0	0
Thome, G	0	0	0
Total	12	3	27

Referee, Karer, L. H. S.; score-keeper, Sullenberger, L. H. S.; timekeeper, Bennett, A. L. C.; time of periods, 10 minutes.

OUR HIGH GIRLS LOST BY ONE POINT MARGIN

In the preliminary game here on Friday evening our Hi Girls lost a corking good game to Quarryville 17-16. Miss Moore, with six field goals, was high scorer. The score:

Team	Field Goals	Foul Goals	Total
Moore, F	6	1	13
Fackler, F	1	1	3
Hoffer, C	0	0	0
Frank, S-C	0	0	0
Rohrer, G	0	0	0
Schroll, G	0	0	0
Totals	7	2	16

Quarryville

Team	Field Goals	Foul Goals	Total
Hassler, F	3	1	7
Miller, F	4	2	10
Hodden, C	0	0	0
Gross, S-C	0	0	0
Eshelman, G	0	0	0
Bowman, G	0	0	0
Totals	7	3	17

Referee, Brackbill, Scorekeeper, Snyder. Timekeeper, Nitrauer. Time of periods, 8 minutes.

Marietta Swamps Maytown

The Marietta five swamped Maytown in an easy manner by a 58 to 14 score. Pickel with 10 field goals, scored 23 points with Ensminger second with 16. The score:

Team	Field Goals	Foul Goals	Total
Marietta H. S.	10	3	23
Ramsey, F	3	2	8
Detz, F	0	0	0
Brunner, F	1	0	2
Pickel, F	10	3	23
McElroy, C	3	1	7
Ensminger, G	8	0	16
Goddard, G	1	0	2
Totals	26	6	58

Maytown

Team	Field Goals	Foul Goals	Total
Keiser, F	2	1	5
Albright, F	1	1	3
Trostle, F	0	1	1
Beschler, C	2	0	4
Arnold, G	0	0	0
Smith, G	0	0	0
N. Trostle, G	0	0	0
Brill, G	0	1	1
Totals	5	4	14

Referee, Showalter. Scorekeeper, Eshelman. Timekeeper, Detz. Time of periods, 10 minutes.

Scholastic Girls Win

Our Scholastic Girls' team journeyed to Marietta last Thursday evening and won easily by a score of 26 to 7. Miss Shank led the scoring and Miss Way ran second.

The score:

Team	Field Goals	Foul Goals	Ts
Way, F	4	0	8
Shank, F	9	0	18
Lindemuth, C	0	0	0
Booth, S-C	0	0	0
Fortin, S-C	0	0	0
Thome, G	0	0	0
Total	13	0	26

All-Scholastics

Team	Field Goals	Foul Goals	Ts
Way, F	4	0	8
Shank, F	9	0	18
Lindemuth, C	0	0	0
Booth, S-C	0	0	0
Fortin, S-C	0	0	0
Thome, G	0	0	0
Total	13	0	26

A WISE OWL

LANDISVILLE

Elwood Rohrer, of Pittsburg, visited his mother, Mrs. Myra Rohrer.

Mae Fisher, of Rohrerstown, spent Sunday with Mr. and Mrs. Jacob Derr.

Miss Betty Menges, of Hagerstown spent the week end with Ruth Hoffman.

Mr. and Mrs. Irving Herkes, of Maryland, visited Herman Longstaf, Wednesday.

Mrs. M. G. Piefer of Lancaster, spent Sunday with her mother, Mrs. Susan Hershey.

M. L. Weaver and daughter, Esther of Donerville, visited Mr. and Mrs. Paul Weaver.

Mr. and Mrs. S. K. Grissinger, of Lancaster, spent Sunday with Mr. and Mrs. H. B. Mumma.

Mr. and Mrs. Henry Amand, Jr., and son, Henry, of Salunga, spent Saturday with Henry Amand Sr.

Mrs. Jacob Kreider, of Lititz, is spending several days with her parents, Mr. and Mrs. Lewis Mease, Sr.

Mr. and Mrs. Henry Amand, Sr., spent Sunday with Mr. and Mrs. Clayton Breneman, at Sporting Hill.

Miss Verda Neiswander and Miss Verla Mohr, of Chambersburg, visited Mr. and Mrs. Benjamin Bricker, Sunday.

Mr. and Mrs. H. T. Herr and daughter, Alice Jane, spent Sunday with Mr. and Mrs. Warren Augst at Elizabethtown.

Mr. and Mrs. B. F. Caskey and daughter, Emily and Mr. and Mrs. Joseph Caskey spent Sunday with Mrs. Barbara Martin, at Paradise.

Prayer meeting will be held at the home of S. N. Root by members of the Church of God and Church of Brethren, Wednesday evening.

Harry Summy and daughters, Miriam and Verna, and Evelyn Heiserman spent Sunday with Mr. and Mrs. Preston Nye, of Elizabethtown.

Mr. and Mrs. Clarence Hoover and children, Mrs. William Miller and children, of Spring Grove, spent Sunday with Mr. and Mrs. Roy Fiesel.

Mrs. John Swarr entertained the members of her Sewing club at her home, Wednesday afternoon. Refreshments were served by the hostess.

Mrs. Ruth Hoffman entertained the members of the Sewing club Wednesday evening. The guests included: Mrs. Phares Stehman, Mrs. Frank Dougherty, Mrs. Earl Stauffer and Miss Ellen Nissley.

The Comrade class of the Lutheran Sunday school met at the home of Mrs. Benjamin Long, Friday evening. Those present, John T. Poff, Anna Ruth Swarr, Anna Habecker, Francis Sipe, Lloyd Pieffer, D. Sipe, Ross, Nissley and Benjamin Long.

The following guests were present: Mrs. Samuel Swarr, Anna Barbara Swarr, Mrs. Jonas Minnich, Mrs. Frank Shenck, Miss Fannie Long, Mrs. J. T. Herr, Mrs. Harry Herr, Mrs. Amos Cooper, Mrs. Henry Koser, and Mrs. Samuel Landis, of East Petersburg.

J. K. Baker was elected president of the Mens' Bible class of the local Church of God Sunday school, at a meeting recently, their officers are: vice president, Robert Edwards; secretary, Jesse Shively; assistant, Harry Summy; treasurer, John Stehman and teacher, Rev. H. S. Hershey.

RHEEMS

Russell K. Bard Senior Student at the Susquehanna University, spent the week end at the home of his parents, Mr. and Mrs. A. S. Bard, at Rheems.

Charles E. Barch, P. R. R. emergency operator of Columbia, is filling the vacancy at Rheems block station caused by the illness of the first truck operator, E. S. Booth.

Mrs. Norman Lehigh and her mother entertained at their home at Rheems one day recently, the following guests from Elizabethtown: Mrs. Jacob Alwine, Mrs. Harry Sheetz, Mrs. John Boll and Mrs. Irvin Boll.

The Rheems Fire Company's old time Spelling Bee was called off last Saturday evening owing to the weather conditions. The same Bee will buzz at the Rheems school house, Saturday evening at 7:30, February 4, with some additional features.

Miss Ruth Floyd, daughter of Mr. and Mrs. Enos Floyd, at Rheems, was struck by an automobile near the Sipling Garage during the snow storm last Saturday while returning from work.

She failed to see the east bound car in time to avoid being knocked under the fast moving car drawing her a short distance. She escaped with only a few body bruises.

Rheems and vicinity experienced the severest snow storm during Saturday and Sunday on record for more than 10 years. Snow fell rapidly continuously for 24 hours.

With a high wind the temperature dropped close to the zero mark blocking all roads up to the fence tops, making it impossible for farmers to deliver milk or get to the store for supplies. Mt. Joy and Donegal townships put groups of men at important locations to relieve the alarming situation as soon as possible.

Strickler, G. 0 0 0

Totals 13 0 26

Marietta

Team	Field Goals	Foul Goals	Ts
McCummins, F	1	1	3
Shaw, C	0	0	0
Shultz, S-C	0	0	0
Roscoe, G	0	0	0
Datesman, G	0	0	0
Total	1	1	3