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THE MOUNT JOY BULLETIN, MOUNT JOY, LANCASTER CO., PA.

WEDNESDAY, JUNE 19th, 1929



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Smokers Attention!

Health Talk B. APPEL, SECRETARY OF HEALTH

MAKES IT EASIER TO BUY NOW 8594 MILES One of the developments of the WRITTEN BY DR. THEODORE past year which created national interest in both automotive and fin

ancial circles was the organization of Universal Credit Company for "On naturally associates the 4th the purpose of financing exclusive of July with possible accidents due ly the time sales of Ford products

HIGHWAYS IN PENNSYLVA-NIA TO DATE-1186 MILES IN PAST TWO YEARS o explosives. And quite properly thruout the country. Ultimately

THAT MANY MILES OF PAVED

State-Aid

ty years.

will not be too long.

lic thinks you quit business.

cations at an early date.

Toy cannon, high powered fire service of a similar nature will be Paved highways on the State syscrackers and so-called toy pistols provided in all countries where tem was increased by 1186 miles annually take a large toll in the Ford products are sold. in the last two years, bringing the careless celebration of that nation- Universal Credit Company is a total of hard surfaced highways to al holiday. But the vacation per- specialized financial institution cre- 8,594.24 miles, as of January 1, od presents another hazard of this ated to provide uniform and auth- 1929. The figures are a part of type to the child which apparently orized time payment plans at low Secretary James Lyall Stuart's sumis unappreciated by many adults cost for the purchase of Ford pro- mary of accomplishments in the biand parents. It has to do with ducts on an installment basis. The ennium just closing, made a part blasting caps," said Dr. Theodore B. Appel, Secretary of Health, to- ness just closed has made sound er.

Appel, Secretary of Health, to ness just closed has made sound er. y. "Hundreds of children are crip- ception accorded the authorized Department held 44 lettings and adpled each year in the United States Finance Plans by the public and vertised 470 projects involving 1083 by playing with these caps. They Ford dealers in the 21 large cities miles of highway. In 1927 there pick them up in the vicinity of where branch offices have been es- were 812 miles under contract and mines, quarries or in the fields tablished is indeed impressive. 885 in 1928. Some of this mileage where agricultural blasting has Today UCC has purchased in- required heavy grading, drainage stallment contracts in excess of and construction work which conbeen done. "The result is that Pennsylvania's \$75,000,000 which establishes a sumed one, two and three years. share of casualties of this sort new record in installment financing A total of 1039 miles of pavecause a more or less fixed number for an institution which has only ment was laid by contract while of its young people to go through been in operation for one year. It maintenance forces placed 147 life with mangled faces, arms and is anticipated that the volume of miles, a total of 1186 miles in the legs, if indeed they are sufficiently business handled will exceed \$25,- two-year period. The spring carryfortunate to escape death itself. 000,000 monthly from now on. In over of 1927 was 404 contracts and And the pathetic feature of the the short space of a year, the UCC and in 1928 it was 210. situation lies in the easy avoidabil- organization has grown from an "Gap" Program ity of such accidents.

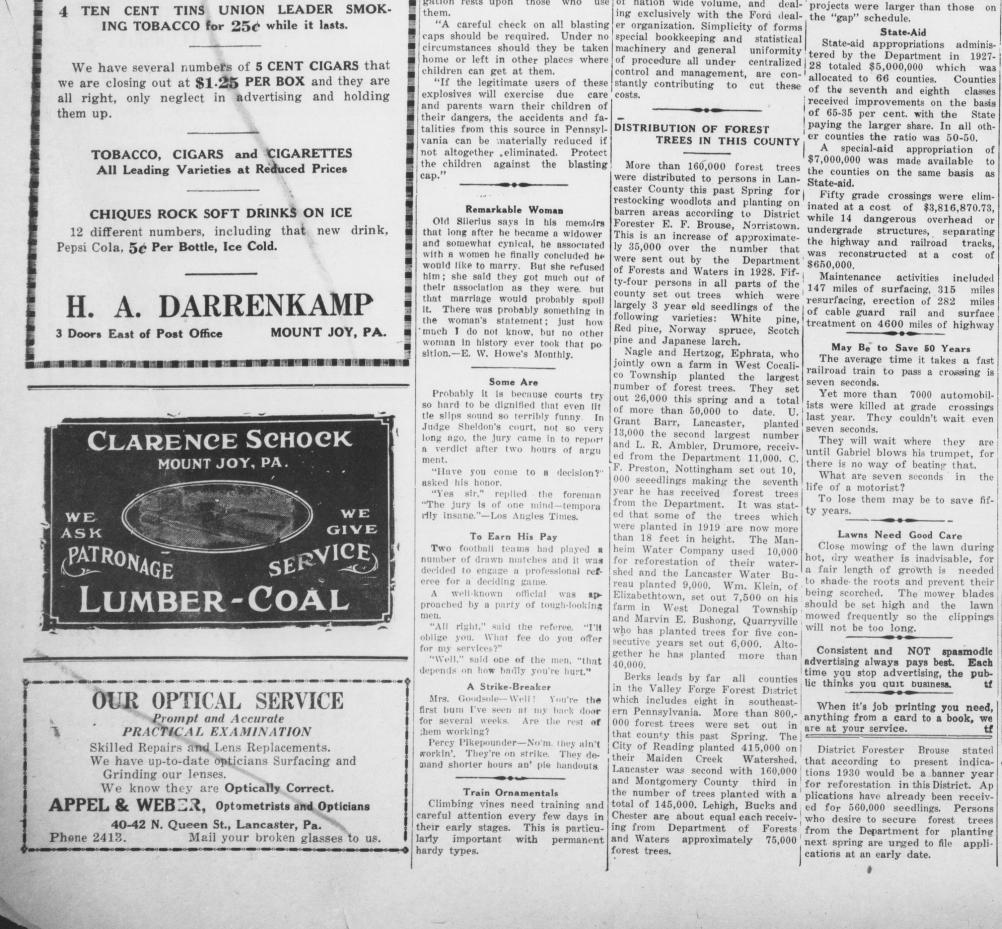
orgonization of ten people to one! Discussing the "Gap" program, "When it is understood that employing almost a thousand. which involved links of three miles Already there has come a reali- or less, Secretary Stuart said: "It blasting caps contain fulminate of mercury-a quick and powerful ex- zation that the Universal Credit was recognized that the convenplosive, the danger from them at Company was created primarily for ience of the public would be greatthe sound financing of the Ford ly increased by the closing of these once becomes apparent. "Children should be warned by dealer and the purchaser, and not gaps, as the construction of these their parents never to tamper with with the primary object of profit. short sections would open through such caps. They are highly sensi- Its establishment is thus squarely in routes connecting 120 towns and tive and cause a violent explosion. conformity with the reiterated Ford facilitating travel in 36 counties. The usual methods by which young policy of creating and developing The program included 65 unimpeople sustain injuries from blast- every possible economy from mine proved gaps totaling 130 miles ing caps are striking them with a to consumer, for the benefit of the which cost \$5,000,000 to improve. hammer, attempting to extract the public. contents with a pin, holding a light ed match to them or by thrusting of credit, to the individual who In addition to the "gap" program This work was done entirely at the

buys on time, commensurate with a similar special program covering them into a fire. "However, a warning to child- sound business policies. This re- 156 miles of new construction was ren is not enough. It is plain that duction in the cost of credit is laid out, estimated to cost \$6,000,if the caps are not found by young made possible by the many econo- 000. Important routes on the secpeople they cannot be injured by mies that arise from the operation ondary system were improved unthem. After all, the greatest obli- of an authorized plan, on the basis der this plan, in which individual gation rests upon those who use of nation wide volume, and deal- projects were larger than those on them. the "gap" schedule

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 naion."

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. State-aid appropriations adminis-It is a science. And it pays. received improvements on the basis of 65-35 per cent. with the State paying the larger share. In all other counties the ratio was 50-50. A special-aid appropriation o **BUY A HOUSE--PAY AS RENT** \$7,000,000 was made available Instead of throwing rent money away, as that is practically what the renter does as he never has anything to show for money spent, let it apply on the purchase price of a home. I Have a 6-ROOM HOUSE AT FLORIN ALL MODERN CONVENIENCES May Be to Save 50 Years WILL SELL AT ACTUAL COST The average time it takes a fast railroad train to pass a crossing is Will accept very small down payment and balance in monthly installments, same as rent. last year. They couldn't wait even They will wait where they are If interested, call or phone until Gabriel blows his trumpet, for there is no way of beating that. Jno. E. Schroll What are seven seconds in the To lose them may be to save fif-MOUNT JOY. PA. Lawns Need Good Care Close mowing of the lawn during hot, dry weather is inadvisable, for a fair length of growth is needed to shade the roots and prevent their **PLUMBING and HEATING** mowed frequently so the clippings Also All Kinds Repair Work Consistent and NOT spasmodic advertising always pays best. Each PROMPT SERVICE PRICES REASONABLE time you stop advertising, the pubtf **JOSEPH L. HEISEY** When it's job printing you need, Phone-179R5 FLORIN, PENNA.