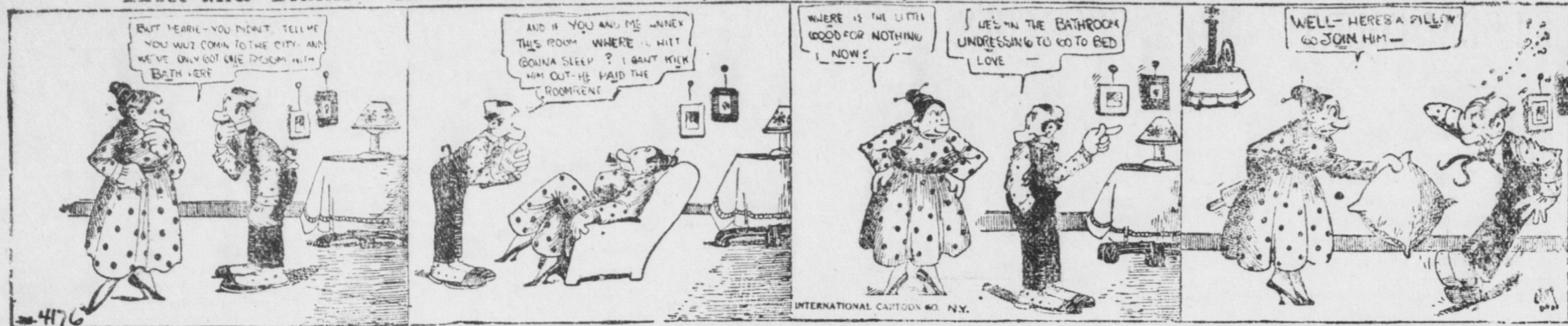


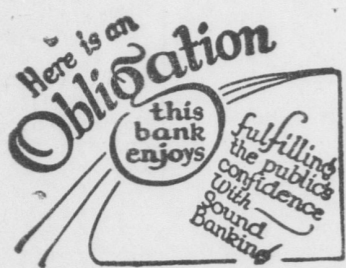
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HOME HEALTH CLUB

WEEKLY LETTER WRITTEN EXPRESSLY FOR THE BULLETIN BY DR. DAVID H. REEDER

"One of the first things a rookie learns in the army is discipline. Only a few hours are required to make him fully appreciate that what he wants to do and what he's got to do are likely to be far apart. The law of the vast military machine of which he is a part supervises, controls and orders his life," said Doctor Theodore B. Appel, Secretary of Health, today.

"And as to bodily welfare there is no question of the advantages that the military regimen affords. To appreciate the value of such a system one has but to recollect the appearance of thousands of men who were called to the colors in 1917 and compare that appearance with the wonderful physical change evidenced when they were mustered out of the service.

"To many persons the difference appeared to be almost miraculous. But the fact is that it was the most natural sort of a process. Man power being the most important factor in war, camp life was accordingly regulated to the end that maximum physical efficiency would result. Regular hours for rest, work, food and life in the open were the things relied upon.

"But the point is that this outstanding lesson in personal hygiene and care so eloquently presented in the form of the millions of soldiers returning to their homes apparently has had little effect upon the average citizen.

"Innumerable persons fail to realize that all of us are engaged in a continuous battle. Our bodies are waging an unending struggle against the devitalizing and disease breeding bacteria; our brains are measured daily with those of the other fellows' in the fundamental struggle for economic existence. Yet in spite of this very apparent situation thousands of people persist in submitting their bodies to all sorts of harmful practices and habits, lose vitality and shorten their lives in consequence—and then envy the man who, because of great vigor of mind and body, has been able to win through to success and happiness.

"It seems a shame that such little things as lack of sleep, improper eating, lack of exercise and harmful excesses should be the means of depriving so many foolish persons from their just and happy place in life. And these things alone are more responsible for failure and lack-lustre living than so-called brain power and business sense.

"To succeed in life one must be healthy. To be healthy one must discipline the body. Why not voluntarily take some of the discipline imposed upon the soldier boys, re-vamp your living habits and get into the army of the well and sensible living? Then see what happens. You will be surprised!"

The face fashion of the day is not the fashion of a decade ago. Time was, and not far distant, when paint and powder was made to cover a multitude of skins. Greasy, rough, sallow, pimply skins they were, but the fashion has changed and the demand is for clear, clean, bright, healthy faces with the beautiful and natural color which nature alone can give. A handsome face, surmounted by a wealth of healthy and luxuriant hair, is always a silent but readily accepted recommendation.

The shape or style of the face, as well as the color of the hair, is of minor importance. It is the complexion of the face and the healthfulness of the hair that is of paramount importance. These are the beauty marks. These are what all women should strive for. Beauty, welcome and powerful as the glorious rays of the sun; pleasing every one upon whom it may shine. Have you ever realized its wonderful charm? Like education, beauty may be cultivated daily, and I have always maintained that a woman's first duty to herself, her husband, her children and her friends, is to be beautiful, and to retain that beauty through life.

In the Universe of Love, a beautiful woman reigns supreme. She is the queen to whom all pay loving tribute. She can rule her husband with a rod of love, and her smile brings the richest treasures to her feet, and all this I say is not in the shape of her face. There are thousands of types of beautiful faces. Neither is it in the color of the hair. These, if perfect, are aids, but in the cleanness and richness of the complexion bestowed by nature, cultivated and enriched by scientific, yet practical and simple treatment, together with that care of the hair which keeps

it rich, glossy and healthy.

A woman's figure is to many minds of minor importance. The tastes of fashions run all the way from the lithe willowy figure to the plump or some may say, big and fat figure. Either of these extremes are unnecessary, and I shall give you some absolutely certain methods of overcoming either condition, and I shall not require those who are overburdened with fat to starve nor to spend their time in senseless physical culture after a hard day's work, nor will I stuff the lean one beyond her capacity.

The excessively fat person is usually suffering with an excess of acidity in the digestive secretions. The reverse of these conditions keep her sister or husband, who eats at the same time, the same food, and the same quantity, "as thin as a rail."

Do as I tell you and the surplus fat will disappear like dew before the morning sun, your health will improve, and as you grow thinner you will grow stronger.

Begin each meal with a large piece of zwieback, or hard dry toast. No butter, no liquid of any kind while eating it, but chew each morsel until it becomes a sweet liquid in the mouth. When you have finished the toast, drink four tumblerfuls of fresh buttermilk, after that you may eat your breakfast, dinner or supper, that is, if you want any, otherwise nothing more, but whatever you eat must, like the zwieback, be masticated until it is a liquid. That's all there is to it. Three months will make you normal and strong and healthy. Is it worth while?

To take on flesh. One ounce of salted almond nuts and one ounce of choice raisins as desert daily after dinner, at no other time. A large cupful of hot milk, sipped slowly at breakfast, dinner, supper and just before retiring. A nap every day, and eight or nine hours sleep at night, regular hours, and no worry, and you will get plump and strong.

We shall now take the two most important beauty requisites—hair and complexion. You say you never did have any success with creams and powders, and cosmetics and massage. Well, I am not surprised at that. Such things are made to sell, and if the magical virtues attributed to them were true, there would not be so many brands on sale, as every woman would have a most beautiful complexion from the use of the one box that she has bought, and some women who have dozens and dozens of them would be so beautiful that the roses and violets would hang their heads in shame. No, no, a thousand times no. Creams, pastes and cosmetics do but clog up the pores of the skin on the face and cause it to exhibit an abundant crop of pimples, blackheads and enlarged pores. A coarse rough skin, with plenty of wrinkles, is the usual result of creams, pastes and massage, especially when the massage is applied by the unskilled hands of the average woman.

The balance of this vital article will appear in the next issue.

ARTIFICIAL VOICE



What is believed to be the longest telephone conversation carried on with artificial voices occurred when Colonel R. B. Marshall (above), talked from Sacramento to Sergius F. Grace, assistant vice-president of the Bell Telephone Laboratories, in New York. Colonel Marshall, State landscape artist for California, was rendered mute through an operation in which his larynx was removed. However, through the development by the Bell Laboratories of the artificial larynx, which Colonel Marshall is holding to his mouth, he is again able to talk. Mr. Grace likewise used an artificial larynx during the conversation, although his power of speech is not impaired.

Tone up Young Pigs

Exercise, sunshine, good water, clean surroundings, and plenty of green succulent feed are nature's tonics for young pigs. Provide these for the infant porkers.

MAINTENANCE ALONE COSTS BELL COMPANY \$1,200,000 MONTHLY

Expenditure Necessary to Keep Service at High Efficiency Throughout Penna.

Nearly \$1,200,000 will be spent by the Bell Telephone Company of Pennsylvania during each month of 1936 for the single purpose of maintaining telephone service at maximum efficiency at all times—by day and by night, in good weather and bad.

That the company will disburse so great a sum each month for maintenance alone is indicated by the 1936 appropriation for that purpose, totaling \$14,202,000. When this figure is reduced to the basis of average daily expenditures, it becomes evident that nearly \$39,000 is to be spent daily throughout the State for maintenance.

Keeping central office equipment functioning smoothly, maintaining the State-wide network of cables and wires at their highest efficiency, replacing used equipment with new, testing each of the 1,212,089 Bell telephones in Pennsylvania constantly to insure their efficient operation at all times—these are among the numerous activities which will absorb the company's \$14,202,000 maintenance appropriation for the current year.

This expenditure is, of course, independent of the millions of dollars to be spent during 1936 for new construction and operation of the telephone plant throughout the State.

Approximately \$424,000 will be spent in Philadelphia for maintenance of the telephone plant during the year. In Pittsburgh about \$229,000 will be spent monthly for the same purpose. In Eastern Pennsylvania, exclusive of Philadelphia, \$136,000 is earmarked for maintenance purposes for each month of 1936; in Central Pennsylvania, \$236,000 will be devoted to maintenance monthly, and in Western Pennsylvania, not including Pittsburgh, \$185,000 will be required for maintenance each month.

A.T. & T. STOCKHOLDERS INCREASE TO 469,000

Represent Largest Body of Shareholders of any Corporation in the World

The largest body of stockholders of any corporation in the world were recipients of checks, on January 15, when the American Telephone and Telegraph Company paid its 161st dividend to more than 469,000 shareholders.

This total represents an increase of 14,000 over the number of stockholders at the time of the previous quarterly dividend.

The owners of the company's stock are widely distributed geographically, and include residents of every state in the United States and of more than 50 foreign countries. Holders of five shares or less increased more than 6 per cent. during the quarter and holders of six to ten shares inclusive increased almost 4 per cent.

As of the current record date, almost three-fifths of the stockholders owned 10 shares or less, and approximately four-fifths of the total held 25 shares or less. No one individual held as much as one per cent. of the total capital stock.

Telephone Directory Unites Two Brothers

Guy and Oscar Michaels, brothers, were separated 31 years ago. Now they are united in Pasadena, California. Guy picked up a new issue of the telephone directory recently, looked up his own name to make sure it was correctly listed, and found next to it "O. B. Michaels." He rang Oscar's number. "Are you Oscar Burton Michaels?" "Yes."

"Did you ever live in Bonner Springs, Kansas?" "Uh, huh."

"Are the toes on your left foot cut off?" "Yes."

"Well, this is your brother Guy. Where have you been all this time?" "Tulsa, Guy. I've been here."

"Well, can you beat that? I've lived here for two years myself."

According to the newspaper Richard Byrd is now a United States Rear Admiral, retired. Where do they get that "retired?"

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