000000000



WE SPECIALIZE IN Letterheads Business Cards Wedding Announcements Programs Sales Bills

Office Forms, Books

Catalogues

# The Proof of Good Printing

The proof of good printing can usually be accurately measured by the increased dollar and cents return as a result of printing care. Place your next printing order with us. The extra care we use in its preparation will please you-the satisfaction of a good job well done will more than repay the small difference in cost.

# THE BULLETIN

JNO. E. SCHROLL

Publications

MOUNT JOY, PENNA.

Proprietor

 $ar{0}$ 

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. It is a science. And it pays.



## Don't Let Dandruff Kill Your Hair!

DON'T think dandruff is harm-less. It chokes hair roots and actually kills them. Specialists claim that it causes 91% of all baldness.

Here in our sanitary superservice barber shop, we have an extremely effective method of getting rid of dandruff. It consists of an 8-minute treatment with Fitch's Dandruff Remover Shampoo. This unusual discovery actually dissolves dandruff and removes it a surprising way. Leaves the hair in marvelous condition-lustrous and full of "life" ... Why not try it today? Just ask for a Fitch Dandruff Remover Shampoo.

Hershey's Barber Shop Agent for Manhattan Laundry

Read the Bulletin. Subscribe for the Mt. Joy Bulletin



treet has given up smoking because he says they can't both

A country lad whom most people think is actually dumb, was told to kiss a girl on either cheek. After ingering a while he kissed her between the cheeks. This happened at a party near Union Square.

While in conversation with one of the single ladies of town she told me that she was now getting a man's wages. I surprisingly said: 'Since when are you married?"

Ehersole track on the Penna, Railroad, came up street the other day with his head down as though he were in deep thought. I bit, asking him what was his trouble and he said: "I was just wondering how much money I'd have if I had a dime for every railroad tie I ever stepped

Did you ever know that a man and a clock are opposites. When a clock strikes it keeps on working

A hot one happened up at Elizabethtown last week. A cattle dealer there sold a bull, weighed it and then took the truck and drove out into the country, presumably to deliver Mr. Bull but when he got to the farmer's residence his truck was empty. Driving back to Elizabethtown to the stock yards there stood the bull on the scales. He forgot to load him.

I asked Grant Gerberich what kind of skins make the best shoes. Grant said: "I don't exactly know but I do know that banana skins make the best slippers."

PRIVATE

SALE

OF

HORSES & MULES

Will Buy, Swap or Sell.

Ranging in age of from 2 years

ED. REAM, Mt. Joy, Pa.

FOR RELIABLE WORK

CONSULT

John D. Brubaker

Carpenter and Builder

HOUSES AND BARNS

a Specialty

Phone 179R4 Florin, Penna.

HOW ARE YOUR SHOES?

DON'T WAIT TOO LONG

BRING THEM IN

REPAIRING CO.

Consistent Advertising Pays.

Subscribe for The Bulletin.

CITY SHOE

I don't see why a man with all that ability wastes his time in a shoe factory when Puck. Judge or any kindred publication would welcome him to the editorial staff.

Remember I always have Horses good one on John Booth recently. and Mules on hand at private sale. He asked John how much five toast?" One of the school boys pulled a good one on John Booth recently, over, I heard you scraping the pounds of butter would cost and Mr. Booth told him. Then he said: "How much for six cans of 17 cent corn, ten pounds of granulated sugar at five cents and a 12-lb. sack of flour. Then the boy said: ing about a certain girl, when one the many problems that they bring "How much is the bill and when said: "Remember her father used will depend in large measure upon our told the amount Mr. Booth in- to run a saloon."

> delivered. The lad running toward the door said: "I don't want it de-

George Mumper says: "You can drive a mule to water but a pencil must be lead."

lady in town who has sobbed for pin, now has a son who makes his paid a 10 percent toll to this distwenty-four hours and there is no living tatooing elephants on fleas. ease which can be controlled In order that a public sale, festiindication of her stopping. My advice to the parents is to give in and let her buy the red shoes.

Italian Rooster Must

Not Disturb Neighbors Italians love their sleep and woe be to any one or anything which tends to disturb it. Because of the determination of authorities to preserve quiet during the hours of slumber, even the most time-honored of natural alarm clocks, the rooster, has been put onto the blacklist in several communities. Recently in the commune of Volosca Abbazia, in the neighborhood of Fiume. a storm of protest was raised because an amateur poultry raiser insisted up on keeping a loud-winded male among his flock of hens, contrary to the local laws. The police lost no time in calling upon the lawbreaker, and a public execution of the miscreant rooster) was held. Now the citizens of the community are able to sleetuntil their normal hours of rising, at beit the local chicken keepers and business less profitable than might be if they were able to sell eggs. Apparently there is no law pre venting a person from keeping hens on the premises, simply because a hen cannot crow.

Working Way Through College No New Thing

The practice of earning one's way through college is just about as old in America as are colleges themselves. me one who has been poring over Harvard college records has discovered that Zachariah Bridgen, who entered as freshman in 1657, when but fourteen years old, earned his way, at least in part, by "ringinge the bell and waytinge."

The bureau of education at Washington refers to this as the first in stance on record of a student working his way; but Harvard was twenty one years old when Bridgen entered. and as students were not, as a rule wealthy in those days, the chances are altogether in favor of the presumption that in every one of those twenty-one years there were students working to pay their way, whether the work was done for the college itself, as in Bridgen's case, or for some private employer.

His Staunch Belief

Rev. Cole Black, negro minister of Muddy Waters, La., was baptizing his converts in the river. Clepsydra Melonwater was among them. As Reverand Black was bringing Clepsydra out of the water he asked: "Does yo' believe?"

"No, sah," replied Clepsydra. Reverend Black scowled. Clepsydra asked: "Now, does yo' believe?"

"Yes, sah, Ah surely does," replied the gasping Clepsydra. "Tell de people what yo' believe,

directed the good man. "Well," Clepsydra addressed the crowd, "Ah believe de ol' son-o'-a-gun was tryin' to drown me."-Capper's Weekly.

the others have no urge to sing.

kitchen very hurriedly the other morning and said: "Is breakfast

She said: "Breakfast is over. I was scraping the pans.'

Up at the post office corner the other night the fellows were talk- What disposition is to be made of

quired where the order was to be No one on the corner could remember back that far.

The people (most of them) who livered any where. That's my buy furniture on the installment arithmetic question for tomorrow plan, have the bulge on the cash and I wanted to be sure to get it customer. Their furniture always only aspire to leadership but will be becomes quite valuable as antiques before it is paid for.

That's Inheritance The chap who used to spend | For 2 to 4 cents an acre the oat They tell me there's a young Lord's Prayer on the head of a Last year Pennsylvania farmers to be a success, it is oughly advertised. They tell me there's a young Lord's Prayer on the head of a Last year Pennsylvania farmers to be appreciated.

Joe Heisey, the Florin plumber, claims that only one family out of twenty has a bath tub. Perhaps Turn useless articles about your loss them in the cash. Advertise them in the cash articles about your own follies you should be able to work up a smile almost any time.

There is no better way to boost your own follies you should be able to work up a smile almost any time.

## SAVINGS PASSBOOKS SOUGHT BY CROOKS

Uso Them to Steal Money by Forged Slips - Should Be Guarded as Carefully as Cash.

Continual vigilance in safeguarding savings pass books, as well as blank and cancelled checks, against theft by crooks, who use this material in forgery operations, is urged on bank customers by James E. Baum, Deputy Manager of the American Bankers Association, in charge of its Protective Department. This department is continually vigilant in promoting means, both among bankers and the general public, to thwart the operation of bank crooks. It annually investigates hundreds of crimes against banks and is responsible for the majority of arrests among this class of

"In a large majority of cases of forgeries on checks or savings withdrawal orders investigated by the American Bankers Association, stolen blank checks or savings pass books were the forgers' chief stock in trade," Mr. Baum says. "In many instances the temptation presented through the careless handling by depositors of can-celled or blank checks or pass books so that they fell into the hands of others was the immediate stimulus for hitherto honest people to commit their first criminal offense."

Banks should educate their depositors to exert the same degree of care in handling these instruments and to avoid leaving them about unguarded as they exercise in respect to actual money because they represent money,

he declares. For dealing with the bank robbery situation, Mr. Baum recommends the use of electrical alarms actuated by any tampering with the wires or mechanism and also wider adoption of the plan of state police forces now employed in a few states, declaring that last year in seven eastern states where state police forces were maintained there were only 20 bank holdups as against 164 similar attacks perpetrated against banks in five states in the central and far west, where banks are denied the advantages of the speedy and coordinated action given by statewide police forces.

"The records of the American Bankers Association Protective Department reveal that for many years the odds in favor of state police protection have been at least 8 to 1 when measured by the experience of banks in states where efficient police protection is missing in the rural districts," he says.

# THE THINKER LEADS **MODERN PROGRESS**

By JOHN G. LONSDALE President American Bankers Association

THE greatest need of the day is interpreters of our times HE greatest need of the world tonodern Daniels in agriculture, finance. politics.

industry - who can see through the fog and haze that enshroud our difficult problems struct, and influence those who are either indifferent or limited in their perceptions. Through the

thinker and the John G. Lonsdale interpreter, un-

known situations are disclosed or puzzling conditions explained in logical light. The American people are so constituted that they can meet and combat any situation once it is known and understood. It is the unknown that comes like the thief in the night and brings disaster. Some one has defined prosperity as

something the business men create for the politicians to take credit for. But America's present-day prosperity can be defined as a product resulting from the business man's ability to study and to interpret. Huge corporations maintain research staffs and was ducked again and the minister special bureaus to interpret the times for them. Disaster looms in the offing for any industry that goes blithely on its way day after day without due regard to significant trends in trade and

Keeping Up With Change Leaders of finance have discovered that they cannot remain passive in an age when all the rest of the world is in a transitional stage. The modern banker not only must know-about the changing styles in other lines of business, but above all must be alert to the transformations which are taking place in his own. He must be a man of keener, broader vision, because the order of the day is for larger units of service. Mergers and consolidations have taken place in great numbers. We now talk of billions where a few years ago we talked of millions.

We have only begun our changes. leaders, upon the students and the interpreters who can read accurately the signs of the times, so that we may base future actions and hopes upon their wisdom. The quickest way to go to the top is to go to the bottom of m will be found many who will not

Save Oat Smut Loss

## The Elevator Romance

By RUBY DOUGLAS 00000000000000000000000

GRACE O'BRIEN spent many hours of her day cooped up in the tiny outside box office of a moving picture theater. It was the only way she had of earning her living when she found

herself a young widow Two elevators ran from the outside foyer of the theater where she sold tickets and two girls operated these They were relieved, as was Grace herself, by other girls who came on to do their turn at the work.

"Sometimes, Gay, I wonder whether the monotonous ups and downs of my life here in this elevator are not more wearing to the nerves than the life you live cooped up in that box," remarked one of the elevator girls to Grace when there was a lull in patron-

"It's an even break," acquiesced Grace, "but I think we are lucky to have any jobs at all."

At that moment a man stepped up to the little window and asked for a ticket. He looked through the circular aperture at Grace O'Brien's face Suddenly he reached his hand through "Grace-why Grace Lowe!" he ex-

claimed. "It is you?" Grace looked at him scrutinizingly "Pob Morton!" she cried.

For a moment each held the hand of the other but did not speak. It was ten years since they had seen each other.

"Aren't you lost?" asked Grace. "I'm just on here fer a visit. And

"Oh-it's a long story with me," admitted Grace.

And then, urged on by the gather ing string of patrons, the man disap

"An old friend?" asked the elevator girl when there was a moment of rest "He was more than that-in our

school days," said Grace. "Oh-" breathed the girl. "We were really-truly sweethearts in those days and then I came East and then the war and George in his

uniform and the call to the front and -well. I married George before he left. That's all. I have never heard of Bob from that day to this." It was the next day that Bob Mor

ton was dragged as by a magnet to the moving picture theater again. "Isn't there some time, some place somehow that we could have a visit?

ne asked, after talking to Grace for a few moments. Grace was silent. She would not ask him to the general parlor of the boarding house. She did not like to let him take her to some place of

"Why couldn't you just visit-here?"

she said hesitatingly. "It isn't exactly my idea of-of romance!" he laughed. Bob stepped aside again. He was

thinking. His time in New York was short. "Gay says you are an old friend of bers," said a voice at his side. Bob turned hastily and took off his

hat. "From her home town, in fact You--you call her Gay?" "We call her that because she's such a brick in the face of all the trouble she's had." Bob remembered that Grace was

wearing black-all black-on both of the occasions when he had seen her. "She's-she's had trouble, then?" "Oh-yes! Her husband was killed. Bob was silent for a few moments. "I have been trying to get a few

words with her, but she seems s busy." he admitted to the girl. The elevator bell rang; the girl looked at her wrist watch. "She will

be off duty in ten more minutes. Stick Bob remained. The girl returned with a little placard which bore the lettering, "Temporarily Out of Order." She fastened it to the door of the

elevator she was running. "What's that for?" asked Bob. "It means," said the elevator oper-

ator, "that you and Gay are going to have ten minutes of privacy. Bob laughed aloud. He looked at the sign on the lift door. Then Grace emerged from the little rear door of the ticket booth.

"I say, Grace," said her friend. Grace looked from the girl to Bob and back again. "What's up?" she asked, feeling the nearness of something important.

"We-we have decided that though an elevator isn't a very sentimenta place—it is very quiet when it bears this sign." She pointed to the card. "Come n for just a moment, Gay," said Bob.

Grace blushed. "In you go," urged the girl. "And you, too," she said, pushing Bob gently on the back.

She closed the door of the attrative little elevator and left the two

When they emerged, Grace came up o her, her eyes bright with a re wed outlook on life. "Bob wants ou and me to have dinner with him -we might have a lot to tell you porarily out of order,' so I'll go aid the girl, removing the sign from

In order that a public sale, festi val, supper, musical or any like event be a success, it must be thor

ghly advertised.

# TAKE Chandler's

Cold Tablets or Cold Capsules today, and tomorrow the cold has passed to other climes.

Tablets 25¢, Capsules 50¢ They are as sure as the best One box will convince you.

West Main St., MOUNT JOY

There are three trying periods in a woman's life: when the girl matures to womanhood, when a woman gives birth to her first child, when a woman reaches middle age. At these times Lydia E. Pinkham's Vegetable Compound helps to restore normal health and vigor.

# VEGETABLE COMPOUND

"If you will fill in the coupon and mail to the Lydia

For Dependable Used Cars

and Trucks See

Elmer G. Strickler Maytown's Chevrolet Home

OPEN EVENINGS

Terms to Suit Buyer Ice Cream, Groceries and

Confections BRANDT BROS.

Mount Joy Street Mount Joy, Pa.

NEW LOCATION 30 West Main St. Open Daily from 7 A. M. to 9 P. M.

Two Chairs. No Waiting. W. F. CONRAD 30 W. Main St. MT. JOY, PA.

# PAINFUL CORNS

Loosen-Lift Out

A little known Japanese herb, the discovery of an eminent German scientist (Dr. Stickel) instantly scientist (Dr. Stickel) instantly soothes the corn, callous or wart, then loosens it so that shortly you can lift it right out. This new discovery called "Corn Fly" excites the white blood corpuscles to action and granulates the corn at its root so that it drops out and leaves no

so that it drops out and leaves no trace of scar or soreness.

You will also find "Corn Fly Foot Bath Powder" a boon for sore, tired or perspiring feet.

"Corn Fly" for corns, 35c, "Corn Fly Foot Bath Powder" 25c, and "Corn Fly Bunion Remedy" 50c, (all three—\$1.10 value—for \$1.00), are sold under a positive money-back guarantee by Hi-Gene Co., Newark, N. J., or local druggist,

famous the world over · Pinaud's Shampoo Leaves your hair lustrous, healthy, and not too dry! At your favorite store—or send for free sample to Pinaud, Dept. M, 220 E. 21 St., New York

Spouting, Roofing and **Tinning** Hot Air Heating

BROWN'S TIN SHOP

Phone 109R2 33 West Main St., MT. JOY, PA. 

Guess that ain't a hot one, eh?

A WISE OWL

A WISE OW