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THE BULLETIN

MOUNT JOY, PENNA.

JNO. E. SCHROLL
Proprietor

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.

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STATE IN THE FIGHT TO SAVE CHILDREN

PROTECT children from tuberculosis is the slogan of a health campaign which is being carried on in April throughout Pennsylvania as part of a nation-wide project. This health effort is sponsored by the National Tuberculosis Association and in Pennsylvania is directed by the Pennsylvania Tuberculosis Society in co-operation with its 100 affiliated organizations. These agencies have the co-operation of physicians, public health officials and medical, civic and other organizations interested in the public health and welfare.

The importance of saving children from tuberculosis is emphasized by the fact that tuberculosis is the leading cause of death among Pennsylvania children between the ages 5 and 20, exclusive of accidents.

"The object is to impress upon parents and teachers," said Dr. H. R. M. Landis, president of the Pennsylvania Tuberculosis Society, "the fact that tuberculosis usually begins in childhood, lies dormant through the first few years of growth, and in early youth, when the strain of life begins to wear down resistance, breaks out as active disease."

"Tuberculosis, which ranks sixth among the leading causes of death in Pennsylvania, greatly outnumbered all other diseases between the ages of 15 and 35. About one-fourth of the deaths of young men and women between the ages of 15 and 25 and about one-fifth of the deaths between 25 and 35 are caused by tuberculosis."

"The most serious feature of this situation is the large number of tuberculosis deaths among girls. Between the ages of 15 and 19 more than twice as many girls as boys die from tuberculosis, and of the total deaths among girls in this age group about one-third is from tuberculosis."

"This heavy toll of tuberculosis in the younger age groups calls for the strongest effort possible to protect children from this disease and lessen the chances of it developing in later years. Prevention is the important factor in this life-saving effort."

"Protecting children from tuberculosis and keeping them healthy is an important step in improving family, home and economic conditions."

Among the Pennsylvania organizations which are co-operating in this effort to save children are the following:

- Pennsylvania State Medical Society
- Pennsylvania State Department of Health
- American Legion
- B'nai B'rith
- Graduate Nurses' Association
- Knights of Columbus
- Pennsylvania Congress of Parents and Teachers
- Pennsylvania Council of Churches
- Pennsylvania Education Association
- Pennsylvania Manufacturers' Association
- Pennsylvania Outdoor Advertising Association
- Pennsylvania Railroad
- Pennsylvania State Grange
- State Department of Labor and Industry
- State Department of Public Instruction
- State Federation of Labor
- State Sabbath School Association

When people begin to realize the significance of childhood tuberculosis, they will want to know how these infected children can be detected, and what measures are necessary to help them win the unseen, often unknown struggle going on within their bodies.

Two effective aids help the trained physician make the diagnosis. They are the tuberculin test and the x-ray. The first discloses the presence of infection, which may and may not mean that the child has what is called "childhood tuberculosis." What it does is to weed out all those who do not react to it, as being in no danger of the disease at the time. The others must be examined further. X-ray pictures are taken of their chests to determine if tuberculosis is actually endangering them.

Emphasis is being placed upon early examination by physicians of children who appear to be below par physically and the prompt treatment of those who give indication of having tuberculosis. For physicians there is available an authoritative 32-page booklet entitled, Childhood Type of Tuberculosis.

Literature and other material are available from county tuberculosis societies or the Pennsylvania Tuberculosis Society, 311 South Juniper Street, Philadelphia.

By subscribing for the Mount Joy Bulletin you can get all the local news for less than three cents a week.

BELL SYSTEM OPENS TELEPHONE SERVICE TO SOUTH AMERICA

Short Wave Radio Circuit of 3,300 Miles For Link Between Buenos Aires and N. Y. City.

Regular telephone service between North America and South America was inaugurated April 3.

This new service interconnects 20,000,000 telephones in the United States, as well as all telephones in Cuba, and those in the principal points in Mexico and Canada, with the telephones in the Argentine Republic and with the cities of Santiago in Chile and Montevideo in Uruguay.

The link between the two continents is a short wave radio telephone circuit 5,300 miles in length, connecting the overseas radio stations of the American Telephone and Telegraph Company in the United States and the International Telephone and Telegraph Corporation's stations in the vicinity of Buenos Aires.

The service is in operation for eight hours daily, from 9 A. M. until 5 P. M., Eastern Standard Time.

For the present, there is a single talking circuit composed of two radio channels, one for northward and one for southward transmission. These channels are operated on three different pairs of wave lengths, each pair being used for a different kind of day. Other conditions are peculiarly favorable for fine transmission on the new South American circuit.

Radio transmission to South America is from the A. T. and T. Company's overseas transmission center at Lawrenceville, N. J. The receiving station for messages from South America is the Netcong, N. J. station, which also receives short wave transmission from Europe. The transmitting and receiving stations of the International Telephone and Telegraph Corporation in South America are near Buenos Aires.

In the north the two way radio channels are brought together to form a complete conversation in the long distance office of the American Telephone and Telegraph Company in New York, while in South America they are joined at Cuyo, the overseas terminal office for Buenos Aires.

To drive the voice currents through 5,300 miles of space, the transmitter amplifies them millions of times in power.

Additional Facilities for Handling Trans-oceanic Telephone Calls to Be Provided.

Work on the laying of a trans-Atlantic telephone cable between Newfoundland and Ireland is expected to be started this year by the American Telephone and Telegraph Company.

The deep sea cable, the first of its kind to connect two continents, is not designed to replace the radio-telephone circuits now in use, but to add considerably to the reliability of the New York-London service, as well as provide additional facilities for the transmission of the constantly increasing volume of calls across the Atlantic.

The cable will extend approximately 1,800 nautical miles between Newfoundland and Ireland. From Newfoundland it is expected the circuit will be carried through sections of submarine cable to Nova Scotia and thence by land through New Brunswick and the New England states to New York City, where it will terminate. From Ireland, the circuit will be carried through submarine cable to Scotland and thence by land cable to London.

By means of special construction, the cable will be shielded against interference.

The year 1929 as a whole marked important advances in the Bell System's overseas service. Of the total trans-Atlantic telephone traffic, 52 per cent. is with Great Britain, 32 per cent. with France, eight per cent. with Germany, and the rest divided among the dozen or so remaining European countries.

The Bulletin is always prompt in the delivery of all printing.

Monsieur Toupee

By MILDRED P. MERRYMAN
(Copyright.)

LAURETTE FROISSARD slipped the key from her mesh bag and turned the lock of her apartment door. Wearily she entered, dragged off her hat and sank to the worn velvet of the living room sofa. From his cage in the sunshine a yellow canary chirped his greeting. Laurette did not hear.

Felice, her maid, entered. "Ah, my mistress, what a pity! Madame is exhausted—quite exhausted! Madame has had no luck?"

"None," said Laurette; "not a scrap! It is to laugh, Felice! In desperation one becomes a blond to please the managers and behold, at the moment of accomplishment, blonds cease to be the order of the day. And so with figures—I diet, I eschew every delicacy; I consume whole mountains of lettuce to no purpose. Of a sudden curves become the fashion. No one will have me and that's the truth! Not a line can I get! I grow old, Felice, I admit it—and therein lies the difficulty!"

She sighed. Lifting her gaze to the table, her brows quirked in amusement. On it reposed a basket of bright spring flowers. Shell-pink snapdragons rose in dewy freshness to mingle with long spikes of deep blue larkspur, cups of purple tulips and golden daffodils.

"Hm," breathed Laurette, "a caller?"

"A gentleman," replied Felice; "the gentleman to whom Madame is pleased to refer facetiously as Monsieur Toupee."

"Ah," exclaimed Laurette; "so 'froggy' came a wooing—my precious little bald one! Always I long to tweak that saucer of curling wavelet and gaze upon the shininess below."

When Felice replied her tone was insinuating.

"Monsieur is kind," said Felice, "and a widower and well-to-do."

"You're right, Felice," she said; "it's the only solution! What joy to have money in one's pocket—nice clothes again upon one's back! No bills—no worries—no daily round of humiliation—nothing to do but sit on a satin pillow and gossip with good housewives!"

A grimace curled her lips. "Felice," she continued, "I surrender to your wisdom. Tonight, we will settle everything."

The number called, her voice on the phone was tender.

"Monsieur? It is I—Laurette. To-night, my friend, I am lonely! You must come and dine with your poor Laurette. No! No! Not at a restaurant! Here at my home—I prefer it! A simple dinner, Monsieur, merely a sole prepared by Laurette—a salad—a bit of cheese. You will come? Ah! I am glad! Adieu!"

The receiver dropped to the hook. "So," said Laurette, "it is settled!" Her arm swept out in a swift imperious gesture.

"Make haste, Felice, prepare the cage for my squirrel. Coals for the grate, rose candles, a table before the fire spread with our Sunday linen, and your own brave sauce for the sole."

She tossed back her head and laughed.

The bell at the front door jingled. Laurette pinched out her cigarette and retired to her dressing room. A man's voice sounded in the hallway; muffled party followed and at length Felice appeared.

"The agent for the rent, Madame—a new one! Ah, he is handsome—so young—so gallant! If Madame in her ravishing robe were to speak to him he might perchance, be lenient."

"Tell him I will come," said Laurette.

The agent was charming, humble and apologetic. He regretted the necessity of his call, but a trifling matter of six months' rent had doubtless escaped Madame's memory. Now that it had been brought to her attention would Madame be so kind—

Standing in the pool of her velvet train, Laurette permitted her features to grow wistful.

"Ah, Monsieur," she murmured, "I become indiscreet—I confide. For a year I have had only trouble. Daily I go to the managers, daily they refuse me work. At last my money is gone. A week ago all seemed hopeless; but recently I have had a great happiness. Now everything is changed. Go back to the owner and tell him the matter will be settled without delay. Tell him soon he may refer everything to—a certain Monsieur Toupee."

The agent was delighted. Murmuring felicitations, he bowed and withdrew.

The clock on the mantle whirred and chirruped five. From the kitchen came the clink of pots and pans, as Felice made preparations. Laurette in her boudoir was choosing a suitable gown.

The door bell tinkled. Felice retired to answer it. A moment later she returned, a letter in her hand. Puzzled, Laurette accepted the note, broke the seal and read:

Madame Froissard:
It is with deep regret I find I must decline your invitation. Your message my agent has delivered.

Allow me to enclose the receipted bill for the rent of your apartment, of which I have the honor to be owner and to sign myself,

Respectfully,
"Monsieur Toupee."

"For the Greatest of These—"
We may cover a multitude of sins with the white robe of charity.—Beecher.

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Turn useless articles about your home into cash. Advertise them in our classified column.



OWL-LAFFS
BY O. W. L.
(On With Laughter.)

A certain family here in town bought a pair of rabbits for the children for Easter and before they were in the family an hour they named them Amos 'n Andy.

The names, however, were not very appropriate. This morning one of 'em had a nest of baby rabbits.

When the man in that family discovered what had happened he exclaimed he was more than "regusted."

No doubt many of you have read that little booklet "The Specialist." So did Christ Walters and recently when he got an order for two telephone booths(?) he had Phil Greiner read the book and then put him to work on their construction.

The blue print called for the two-holer type and Phil cut the holes into the seat and when he nailed it on, got it front-ward backward.

When told of his mistake he said that the error wasn't made in nailing the seat on wrong, but that the door was just cut in on the wrong side.

A certain lady not so far from here struck her husband with a chair. She was arrested and asked by the magistrate why she did it.

She said: "Well I hit him with the chair because I couldn't lift the table."

I asked a lady down town if she knew what becomes of a person's lap when they stand up?

She said: "Sure. It pops up in the back under an assumed name."

Two fellows had this conversation up at the Post Office Sunday night.

One said: "I call my girl Belle because she rings me up."

Other said: "I call mine Liberty Bell because she is cracked."

A Mount Joy street man played a dirty trick on his wife. She begged him for a new Spring outfit and he bought her a pair of rubber heels.

A man at Florin found a button in his salad on Easter and he remarked: "I guess that fell off when the salad was dressing."

They tell me that some people marry for love and some for money but my candid opinion is that most of them only marry for a short time.

A fellow went to Don Gorchett and asked him to fix a cuckoo clock.

Don told him that it wasn't a cuckoo clock and the chap replied: "Well it strikes thirteen. It's cuckoo all right."

Rudy Valtie gets \$1000 an hour for crooning love songs to a "mike," but we know a youth who crooned into a 60-year-old ear for several hours and got a million dollars.

Just as I predicted last week—I knew there'd be some fishing stories to tell after the fellows got back from their various trips.

Here's one happened at Camp Ream—funny ones occur there real often you know. One of my rubber boots leaked and George Mumper volunteered to vulcanize it. In rather small, George used his head order to find the hole, which was by filling the boot with water and then watched where it leaked out.

When we kidded him about it he said that's how the tire men find larks in a tube—they fill them with air and then watch where it leaks out.

Of course next day I may as well have waded in the creek as worn that boot.

One of our youngsters in the Junior High was told that a tradition is something handed down from parents to children.

Next day he was late at school and he explained to the teacher that his mother had to mend his traditions.

Joseph Habecker made all plans to go fishing last week and the evening before, as customary, dug the worms, ready to get the first bite of trout the next day. On the following morning, upon hunting for his license he only remembered he hadn't any.

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