

## A GIFT FOR MEN

Dr. Plumm Pipes and other Pipes A Fine Assortment to Seleet from A FULL LINE OF All Leading Cigars in 25 and 50 At a Price to Suit Everybody Come In and Look My Stock Over Cigarettes in Xmas Package
H. A. DARRENKAMP


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## Announcement

Simon P. Nissley
Funeral Director
18 Poplar Stree

## Read the Bulletin



PLUMBING and HEATING

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## A GOOD BANK

 ForYOU

We cordially invite the accounts of institutions, churches, societies and other organizations as well as the patronage of business concerns and individuals pledging careful, attentive, efficient service to all.

First National Bank \&
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OF MOUNT JOY

## ADVERTISING

and not competition now the life of trade, according attend the International Adve ising Association convention. Th delegates at this meeting heard number of interesting thing by Charles Stelzle, New York ex pert, to the effect that if churches do not advertise their ware pitarm upbuilding and mora and humanity both the individual to arouse interest amorg the es and fulfill the obligations plac ed upon them as parties to the eneral spiritual movement.
Another speaker declared that single moral force we know of day. Advertising brings about changes for the betterment of life itself, changes which fuse into the
social and political life of the na-

It is now generally admitted by advertising is the most importan And it is also coming to be realiz ed that newspaper advertising the best kind of paid publicity. he convention just mentioned the perts. agreed that newspaper a vertising affords the best publicity medium for the churches and all

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

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