

# The General Tire Inc.

Lancaster's Big Super Service Station, Located on West Orange Street at Marietta Avenue. They Are Official and Authorized Dealers in This Section for the Famous General Tires, the Tire That Goes a Long Way to Make Friends. General Tires May Be Purchased According to the Famous G. T. A. C. Plan Which Provides for Small Weekly Payments. This Firm Makes an Allowance on Your Old Tires Which Frequently Makes the Down Payment on Safe New Generals. They Also Do Tire Vulcanizing and Repairing on All Makes and Sizes of Tires. They Render a Complete Filling Station Service Dispensing the Best in Petroleum Products. The Officers and Directors of the General Tire, Inc., Want You to Have the Facts Regarding the Skid-Safe Generals Now. If You Are Thinking of Buying One Tire or An Entire Set of Tires—Drive Down to Their Station and Have Them Appraise Your Old Tires and Quote You on New Generals.

Each day we read in the papers of manufacturers of automobile tires purchasing vast plantations in far off lands for the cultivation of rubber. Little do we realize the vast amount of rubber required to supply the demands of tire manufacturers. Little do we realize the vast importance of this industry to the progress and prosperity of our nation. Little do we appreciate the knowledge required to supply this demand in a way that will be satisfactory to the consuming public.

The General Tire, Inc., is headed by men that know rubber and rubber tires from the ground up. Many years ago when they first opened the doors of their establishment to the motoring public of this community this firm felt that in order to make a success of their business they would have to supply better tires and know more about tire construction than other firms and individuals engaged in a similar business. Being salesmen and autoists they knew that an intensive knowledge of the product being sold is absolutely necessary to explain its merits to people whom they hoped to sell.

Today we have the result. The General Tire, Inc., are tire specialists. They specialize in General Tires, the tire that has proved itself the best in the long run. The General is not new or untried. The General was built, tested, rebuilt—improved and perfected. After very severe and extensive tests the General outdressed and outlasted all other standard tires. That's why every General that leaves the shop of these dealers is covered with a guarantee that insures them-

ands and thousands of care-free economical miles to you. If you are thinking of purchasing new tires it will be to your advantage to visit the headquarters of this firm where you will find an unusually large assortment of the very size and type your car requires at prices that afford a genuine saving.

That the General Tire, Inc. is rapidly gaining popularity with our motorists is easy to understand. In the first place they handle a quality tire that is backed with a real guarantee by the firm that manufactures them. This within itself is a double protection to every buyer. He knows that if anything should go wrong—his dealer will readily make a good adjustment because the dealer in turn will likewise be given consideration by his manufacturer. The second contributing factor to their popularity is their service. Devoting as they do, all of their time, all of their efforts and energy to tires, they naturally are geared for service of the quickest, most courteous and most efficient type. Thirdly: a large patronage, which gives them a quick turnover, a low overhead which assures every patron of rock bottom prices. These are the things the shrewd motorist looks for when purchasing rubber for his car—these are the things which are making this firm the success they are.

This company is held in high regard and esteem by the motorists in this community. They patronize this establishment for here they are sure of getting only the best with courteous and efficient service at low prices. The owners and managers of this

firm are men of high standing both in business and social circles. They never miss a single opportunity to serve the people in the community because in doing so they are rendering the community a worth-while service.

# Ritwe Paint & Wall Paper Co.

Paint Dealers in Lancaster, With Retail Store and Headquarters Located at 125 North Queen St. They Carry Large and Complete Stocks of Paints and Varishes on Hand Always as Well as Wall Paper and Painters' and Manufacturers' Supplies. They Operate on Both a Wholesale and a Retail Basis. When You Get to Buying Your Paint This Spring—Remember Ritwe's. Mr. J. Ritwe, the Owner and Manager of This Firm, Enjoys the Confidence of His Trade. He Supplies Them With Paints, Wall Paper and Other Supplies of the Highest Possible Quality at Prices That Are Always Fair and Reasonable. We Recommend Mr. Ritwe and His Store to Our Readers.

From an architectural standpoint a home may be ever so beautiful, but if the paint is worn, or is dirty, the house loses two-thirds of its appearance. The surroundings may be ever so beautiful, if the paint isn't fresh and clean, the home is unattractive.

To supply the needs of the people in this section along the lines of paints and varishes is the mission of this firm of paint dealers. To make the homes of our community more beautiful, more pleasant, more cheerful, is their aim. They are dealers that supply a demand in a prompt and efficient manner with a service that has won for them the confidence of the people not alone in our community,

It is common to esteem most what is unknown.—Tacticus.

Seven Ages  
"Perambulator, velocipede, bicycle, flivver, a real car, airplane, hearse."

Scholastic Affection  
Teacher: "Johnny, I'm only punishing you because I love you."  
Johnny: "I wish I was big enough to return your love."

Born Too Soon  
It is always hard to go beyond your public. If they are satisfied with cheap performance, you will not easily arrive at better. If they know what is good, and require it, you will aspire and burn until you achieve it. But from time to time, in history, men are born a whole age too soon.—Emmerson.

# Motor Freight Express

## Daily Commercial Trucking Service

Lancaster's Leading Commercial Truckers, With Terminal Office in Lancaster, Located at the Corner of Ruby and Prangle Avenue. This Firm Renders Commercial and Industrial Firms a Daily Service Between Lancaster, Harrisburg, Hanover, Philadelphia, Pennsylvania, New York City, N. Y., Baltimore, Md., Richmond, Va., and Washington, D. C. Their Equipment Is Modern and Their Organization Is Composed of Reliable and Trustworthy Men. Their Rates Are Reasonable and They Enjoy a Very High Reputation for Promptness in Answering All Calls. The Owners and Managers of This Firm Are Men Who Strive to Make "Motor Freight Express" Service Prompt, Efficient and Trustworthy. They Welcome service Calls from Merchants and Industrial Firms in This Section. Telephone Lancaster 3151 for Rates and Particulars. We Recommend Them.

What the physician is to the health of the family, so is a trucking service to the success of a business. This comparison may appear a bit far fetched but if we stop for only a

minute to analyze the importance of a trucking service to the smooth operation of any business we can appreciate how vitally essential this service is.

In the first place every merchant buys at least 90% of his merchandise from out of town manufacturers. These manufacturers see that the goods are packed securely and placed in the hands of the carriers—and there, their responsibility ceases. Any delay in transit is beyond their control and costly waits at the other end of the line mean nothing to them.

The same thing holds true with manufacturers. The raw materials used in the manufacture of their products are most generally shipped from distant points and must likewise be delivered from the depot to the plant. In recent years commercial trucking has come into popular favor with merchants and manufacturers because commercial trucking usually provides a straight through service without the usual delays incident to transferring from one car to another, and from one company's line to another. Too, commercial trucking pro-

vides a delivery service right to your door thereby eliminating the extra cost of having a trucker call at the depot and deliver your goods to your place of business.

The Motor Freight Express renders just such a service. They maintain a daily schedule between all points listed above and are in a position to handle shipments, both small and large, for the firms in our community every working day in the week. All shipments are insured while in transit which protects you against any loss.

Service is the mainstay of this business. Every man employed is experienced and thoroughly reliable. Their equipment is modern and weather-proof thus providing protection to your merchandise during inclement weather. They enjoy a large volume of business which enables them to render real service at moderate rates.

The owners and managers strive in every way to make their service efficient service. If you want to get shipments through quick, try their service. Telephone Lancaster 3151 for advice, rates and particulars on your needs.

# Lancaster Manufacturing Co.

A Firm in Lancaster, With Plant and Office Located on Marshall Avenue at Janet, That Fills a Genuine Need in the Agricultural Activities of This Section. They Specialize in the Manufacture of Incubators, Brooders and Poultry Supplies. Their Activities Are Not Confined to Lancaster County Alone—They Enjoy a National Business. The Owners and Managers of This Firm Are Men Who Believe That in Poultry Raising American Agriculture Will Affect a Quicker Come-back Than in Any Other Form of Work. Visit Their Plant for New, Modern Equipment That Will Enable You to Realize a Substantial Profit from Your Poultry. We Recommend Them to Our Readers.

In years gone by Poultry was considered by the average farmer as merely a sideline issue. Something easy to raise that afforded him a commodity for personal use without much investment or trouble.

When the bottom fell out of grain farming, when repeated tobacco crops failed to bring reasonably good prices the average farmer was brought face to face with the necessity of changing over to more diversified lines or getting in a bad way. It was then that poultry really came into its own. Why? Because the farmer soon found that his market was already established. The demand created and that the markets offered him a reasonably good price for the time and money he invested in this form of his endeavors. The result is that poultry raising among aggressive farmers is a permanent institution, here to stay—a profitable main line or a profitable sideline line as the case may be.

To help poultry raisers realize the largest returns from their investment is one of the principles upon which the Lancaster Manufacturing Company is founded. It is a firm that specializes in the manufacture and

sale of Incubators, Brooders and a full and complete line of Poultry supplies.

The products made by this firm are the result of extensive experimenting to perfect their products and to make them in a way that they will work satisfactorily under any and all conditions.

There's a distinct advantage in purchasing your Poultry equipment of these manufacturers. Being a home owned and home operated firm—they are right here at our very door to see that their equipment gives the service the owner has a right to expect of it. Experimenting and perfecting their lines continually they are possessed of information that should prove invaluable to poultry raisers in this section.

The owners and managers of this firm are men who know the needs of the poultry raisers in our community. They strive to supply the very best at all times at prices that are always right. When you get to buying extra equipment it will pay you handsomely to visit them and secure prices, advice and particulars from them on their equipment. We recommend them to our readers.

The taint of doubt in himself is sometimes man's greatest sin toward himself.

But even the man who believes in himself may lack assurance. When a man feels, "I believe in myself, but there's no use, I can't do it," he never tries.—The Juvenile

Common Error  
Jean: "So Tom and you are to be married? Why I thought it was a mere flirtation."  
Jenn: "So did Tom."

Circulate not rumor as a basis of fact, nor baseless opinions, else honest men will question thee.

"What is the proper time to put on my hose?" she asked.

"Really, madam, I believe immediately after your B. V. D.'s" came the ready response.

Let not thy enemies disturb thee, for no person worth while, has ever been without them.

## Your Portrait!

When you wish to confer a special favor on some particular friend—

You present them with your Photograph.

WHY?

Because Your Portrait Lives Forever

For High Grade Portraits for Confirmation, Weddings, Mother's Day — and in fact for any occasion, see—

D. Walter Miesse

38 So. Prince St. Lancaster, Penna. Telephone, Lancaster 1017

# Frey Meyer's Eagle Bakeries

LANCASTER  
322 West King Street — Phone 2165

ELIZABETHTOWN  
33 Park Street — Phone 141-R-2

Tune in on WCOD Every Monday Night at 9:15 and WKJC every Friday Night from 7:30 to 7:45 o'clock and hear Frey Meyer's Jolly Baker Boys.

This Firm Supplies Housewives in Our Community With "HOME LEADER" Bread, Hot Cross Buns and Other Good Things Baked Right. Frey Meyer's Feature a Delivery Service to the Home—or, From Oven to You, That Is in Popular Demand With Housewives in Our Community. Frey Meyer's Eagle Bakeries Are Modernly Equipped and Are Models in Sanitation. Home Leader Bread Is Made Rich With Pure, Sweet Cream—and the Other Ingredients Used in Its Making Are the Very Best Obtainable. Mr. John Frey Meyer, the General Manager of These Bakeries Is Well Known to Everyone in Our Community. He Has Been Serving Our People for More Than a Quarter of a Century. Both He and the Lancaster Plant Manager, Mr. H. M. Nissley, Welcomes the Opportunity of Serving You Along With the Hundreds of Other Enthusiastic Housewives in Our Community. Telephone Either of the Plants Above and Form the Habit of Getting Home Leader Bread When Frey Meyer's Representative Passes Your Door. We Recommend This Firm to Our Readers.

A great chef when asked to what he attributed the success of his meals, once said: "to the fact that I use liberal quantities of fresh milk and good butter in the cooking and that I am most particular that the bread I serve be possessed of that rich, creamy home-made taste."

This is but a repetition of what every modern housewife knows—and but a repetition of what the men behind this enterprising firm know.

That is why they have adopted your methods—home-made methods—in their bakery. This is why they use the same fine ingredients that you yourself would choose.

Take for example the milk they use in making their bread. Milk may be pure milk—not yet made good bread. The bakers of "Home Leader" bread first test the milk that goes into their bread so thoroughly it would surprise the most careful housewife.

For this milk must be more than pure. It must have exactly the right amount of fatty ingredients—just the proper "sugar content" to make the delicious loaf that is being served today on the finest tables in this community. Not simply "fine ingredients" but ingredients selected with exacting care—that is what gives "Home Leader" bread the finished loaf cleanliness, texture, wholeness and home-made flavor.

In addition to this—"Home Leader" bread is made even still richer by the use of pure, sweet cream.

Each day when the loaves are taken from the oven an expert baker scores a loaf to make certain it has the proper weight, proper fluffiness, proper size and crust—that it has been baked sufficiently to make taste just right. This scoring method is used only in the best and most metropolitan bakeries in the country today. It is but one of the details

this up and going firm use to insure complete bread satisfaction for the people of this community.

The editors of this paper suggest that you get a loaf of this bread tomorrow and put it to every known test. Smell it. Feel it. Slice it. Toast it. Serve it unannounced if guests are present and you'll experience for the first time the happiness, health and pleasure to be had from eating "Home Leader" bread.

The owners and managers of this baking firm are men with many years experience in this business to their credit. They have let no stone unturned to make their product the best that skilled bakers and a modernly equipped plant could produce. They are honest and sincere in their desire to serve the people of our community with a strictly quality product at a fair and reasonable price.

## HEALTH SLACKERS

By Herman N. Bundesen, M. D. Commissioner

A slacker is a fellow that will not go along when there is a great duty to perform.

In peace there is also war going on, the war against sickness and preventable deaths. There is a fight for health and long life.

Fortunately, the average citizen is becoming wiser and sees the advantages of being his brother's keeper in matters of health.

There is the health slacker who tries to defy the laws of quarantine; he is a menace to his community.

There is the health slacker who lets his chimneys belch smoke, darkening the skies, shutting out the precious sunlight and blackening the clothes and temper of his neighbors.

There is the health slacker who spits on the sidewalks, coughs in the faces of others and sneezes so that his spray contaminates all around him. And so on.

As bad as all these health slackers are, the worst one is the parent who neglects the physical condition of his child. In the face of expert advice, he neglects to correct diseased tonsils, defective teeth and adenoids, poor vision and hearing, which are important causes of the undernourished condition of his child.

We owe it to ourselves and to the future generations to give every boy and girl an opportunity to reach the best physical and mental development of which they, as individuals, are capable.

Truly, the noblest motive of a citizen

Here is a concern that well merits the wholehearted support and the cooperation of the farmers of our community and the country merchant. They serve as a market for the poultry and eggs and are always known to pay the highest cash market prices for the products. The farmers and rural merchants might well consider themselves fortunate in having a firm in their midst enjoying such a high reputation for their honesty and integrity. By doing business with them, the farmers' market is established, thus eliminating the necessity of shipping to distant points in quest of a market for their produce.

Doing business on such an extensive scale as they do, their reputation is a broad one and their activities of tremendous proportions. Daily shipments are received from the farmers and rural merchants and the produce consigned to the warehouse of this local firm where it is graded by experienced men and shipped in carload lots to distant merchants. These firms with which Mr. John A. Kegel does business have long since come to look upon them as their most logical source of supply, because they are assured of getting the choicest of poultry and the freshest of eggs and cream.

The outstanding feature of the success of Mr. John A. Kegel can be summed up in a few words. The firms with which they do business demand quality in their poultry, cream and eggs more than anything else. This enables them to pay the farmers and rural merchants the highest cash prices at all times. On the other hand the tremendous large volume of business they do enables them to sell at close margins of profit.

To conduct a business of this sort demands two things. Keen business foresight and good business judgment. The fact that they rank with the largest firms in our community is eloquent evidence that they know their business thoroughly and use keen business foresight in their daily activities. Their organization is composed of men who have made a lifetime study of supplying these all important needs to our everyday lives. With quality always paramount they set about in a creditable manner to grade the shipments as they arrive and to hasten their delivery to the consumer destination.

If you are not now doing business with Mr. John A. Kegel, we recommend that you drop him a line, or phone him at Lancaster 1876. One of his representatives will be glad to call on you personally and quote you the largest cash prices on your supply of poultry. The editors of this publication take real pride in recommending Mr. John A. Kegel to our readers. We feel confident that in doing business with him you will be given the fairest and squarest kind of treatment.

Elsie: "Have you seen Ed recently?"  
Second Girl: "Oh, about six weeks ago."

Elsie: "Well, if you see him again, remind him that he's married to me and that I was inquiring about him."

Tough Beard  
George: "My razor doesn't cut at all!"  
Wife: "Why, George, you don't mean to tell me that your beard is tougher than the oilcloth I cut with this morning?"

Neighbor: "Doesn't your mother object to your staying out until 2:00 o'clock in the morning?"  
Young Lady: "She might if she knew about it, but I always beat mother in."

NOTICE—READER!  
Your attention is called particularly to the fact that the expense of this Community Booster Review is being stood by subscription from the enterprising business firms and professional men whose write-ups appear herein. They merit your hearty support because they have manifested their confidence in you and in our community.

The write-ups appearing, demonstrate the progress and the aggressiveness of the community and the enviable reputations of these enterprising business and professional men.

BE THE BEST OF WHATEVER YOU ARE.

A timely bit of advice or caution given and accepted at its par value is worth a "bushel" of regrets.