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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.

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.

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READ THE MOUNT JOY BULLETIN

STATE REWARD PLAN APPROVED BY SUPERVISORS

(From page 1) local units which still have three fourths of the dirt roads to contend with continue as before under the township reward plan.

The purpose of the special session, as explained by Samuel L. Sheaffer, president, and John F. Weaver, secretary, was to learn the sentiment of the Association on House bill 1351 now pending before the State Senate.

Before pledging any township funds to aid the 20,000 mile program, the supervisors declared they want to know how the money will be spent and what the construction costs will be per mile.

Another objection cited was that the State, taking over many highways built with township reward funds, would have local districts with the poorer roads and no funds to improve them.

Secretary Weaver said: "While I think it is all right for the State to take over our main arteries of travel, I know that in the past supervisors have built ordinary macadam roads for less than three fourths of what it cost the State and some of these roads, built 20 years ago in West Lampeter township are as good as ever."

"The 20,000 miles of roads will not be finished for ten years and it is up to the supervisors in the meantime to continue under the reward system to get the farmer out of the mud. We were just going good under this plan when the new program was foisted upon us," he said.

That the present township state reward law, with an adequate appropriation to carry out its provisions, has been of the "greatest help to the supervisors of the state, enabling them to build over 7,000 miles of improved roads during the past ten years," was asserted in the resolution.

"That we go on record as asking for and favoring an appropriation by this Legislature of at least an amount equal to that appropriated two years ago (\$6,000,000). By so doing, the supervisors can work side by side with the highway department in 'getting the farmer out of the mud.'"

Copies of the resolution were ordered sent to the Lancaster Newspapers, Governor Pinchot, Samuel S. Lewis, Secretary of the Highways, and chairman of the good roads committees of the house and Senate, and local assemblymen at Harrisburg.

HELPING HAND CLASS ORGANIZES

(From page 1) Schneider, Chester Engle, Charles Peiffer, James Rye, Ellwood Mater, Walter Schroll, Charles Shank, John Hawthorne, Raymond Harnish. The class adopted "Helping Hand" as the name of the Class.

Dorcas Society Dorcas Society will meet at the home of Miss Mildred Cuddeback 15 West Main Street, Thursday, May 14.

Ushers League The Ushers' League will meet at the home of Mr. Christ Herr, 23 Poplar Street, Thursday, May 14; Prof. Wilbur I. Beahm will be the speaker, and the Male Quartette will furnish special music.

Sisterhood Bible Class The Sisterhood Bible Class of the St. Mark's United Brethren Sunday School will meet at the home of Mrs. Earl Myers, Mount Joy, R. F. D. No. 2, Thursday, May 14; Machines will be in waiting at Mrs. Eli Ebersole's and Mrs. P. R. Greiner's, at 7:30 P. M.; Daylight Saving Time.

Anniversary Day Anniversary Day will be observed in the St. Mark's United Brethren Church Sunday, May 17 with special services at both the morning and the evening services. This will mark the eighth anniversary of the erection of the Church auditorium. At these services reports will be made of money paid in during the year on the Church debt, and the report of the pledges for the ensuing year. There will be no special offerings taken for church debt at the services Sunday. All pledges are requested to be in before that date. The entire membership is requested to be present at these services morning and evening.

Fire Razes Church Fire, originating from the burning of rubbish nearby, destroyed the Church of God in Scheffer's Valley, Perry County, about two and a half miles west of Landsburg. Neighbors succeeded in saving the Bible and the church pulpit but the rest of the frame building and furnishings were destroyed.



Just heard of a man who had kleptomaniac and I asked him what he was taking for it. He said: "Everything I can lay my hands on."

Landsville has a man who, whenever there is a piano to be moved he always grabs the stool.

A Dirty Dig A woman entered the movies in the hall here recently, and happened to take a seat in front of a newly married couple. She was scarcely seated before they began making remarks about her. Her last year's hat and cloak were criticized with more or less giggling on the bride's part, and there is no telling what might have come next if the woman had not put a stop to the conversation by a bit of clever strategy.

She turned her head, noticed that the bride was considerably older than the bridegroom, and in smooth tones said: "Madam, will you please ask your son to remove his feet from the back of my chair?"

Here's Another One A kid on Marietta street was enjoying a ride on its uncle's knee. The man said: "Do you like riding on my knee?" The little chap replied: "Yes, but I rode a real donkey once."

Charles Dellinger tells me that a friend of his gave him some Jewi h beer. He brews it.

A fellow here in town went out for a good time the other night and spent 11 dollars—two ones.

Some fellow back at school asked John Schroll, one of the Juniors, what a guitar was and he said: "It's a ukelele's mother."

A foreigner was telling me that recently a hotel man in the lower end of the county cleaned out his bar room with a wop.

I corrected him by saying: "You mean mop."

He replied: "Mop nothin. I mean wop. It was me."

I went to a certain place in town the other day and remarked to the proprietor: "What on earth smells so rank; that's awful?"

He said: "My business is rotten."

"Keidy" Dellinger tells me that a few years ago molding was on the bum and as he wanted work the worst kind he asked a traveling circus man at Lancaster for work. The man said: "My monkey died and you can have that job."

Levi thought to himself: "Well that beats loafin," so he accepted and crawled into the cage. He wasn't more than in when the floor broke and down he went into the lion's cage.

There lay a big ferocious looking lion and Levi thought it was only a matter of a few seconds until Mr. Lion would tear him limb from limb.

Just then the lion spoke up and said: "Don't be afraid Levi, you're not the only molder out of a job."

Over in New York City on Wall street men pay thousands of dollars for a seat on the curb-market.

Here in Mount Joy you can get a seat on the curb without even asking for it.

A married woman on East Main street who became a benedict when Florin was a prairie, tells me that when she married, her and the husband agreed whenever they quarreled they'd go out in the air. Her healthy appearance leads me to believe that she spent a lot of her time in the open.

A little chap at Drytown went out to bring the kittens into the house. His mother heard them meowing and said: "Don't hurt those kittens Willie."

The boy replied: "I'm not, mother. I'm carrying them by the stems."

A lady here said to her maid: "I don't like to have to keep complaining, Mary, but I do wish you would realize that when mister leaves his shoes outside the bedroom door it means that he wants them cleaned."

Maid: "Oh, does it? And what does it mean when he leaves them outside the front door?"

A WISE OWL

AUTO CLUB MEETS ON FRIDAY EVENING, MAY 15, IN SOUTHERN END

Arrangements are being made to accommodate a large gathering at the monthly meeting of the Lancaster Automobile Club to be held in Wiley's Garage, Wakefield, Friday evening, May 15. The meeting will start at 7:30 o'clock Standard time (8:30 o'clock, Daylight saving time.)

Among the projects discussed will be the State's highway construction program as it affects Lancaster county. Efforts are being made to have a prominent official of the Highway Department at the meeting to outline the plans and to answer questions regarding road construction during 1931 and 1932. In addition there will be a musical program.

Admission to the meeting is free, without card or ticket, and the public is cordially invited. Wiley's Garage is on the Robert-Fulton Highway—Route 222—ten miles south of Quarryville.

ETOWN AND MOUNT JOY TENNIS TEAMS EVEN, 3-3

The flashy Elizabethtown High school netmen tied with their keen rivals Mount Joy in a closely contested match Saturday afternoon on the latter's court as the score finally ended 3 to 3.

Only one single event went for three sets but individually the racquetmen on both squads were well matched and paired in such a manner that practically every set was tight throughout.

Singles—Angstadt, of Elizabethtown, defeated Schroll, of Mt. Joy, 6-2, 6-4; Shank, Elizabethtown, defeated Divet, Mt. Joy, 6-2, 4-6, 9-7; Fellenbaum, Mt. Joy, defeated Schlosser, Elizabethtown, 6-2, 8-6; Mumma, Mt. Joy, defeated Garber, of Elizabethtown, 6-4, 6-1.

Doubles—Angstadt and Shank, of Elizabethtown, defeated Divet and Mumma, Mt. Joy, 6-0, 6-1; Schroll and Fellenbaum, Mt. Joy, defeated Schlosser and Maderia, Elizabethtown, 6-4 and 6-4.

The schedule follows: May 13, Middletown at Middletown; May 15, Columbia at Columbia; May 16, New Holland at Mt. Joy, (Pending); May 21, Elizabethtown at Elizabethtown; May 23, Middletown at Mt. Joy; May 28, New Holland at New Holland; May 30, Columbia at Mt. Joy.

MAYTOWN TENNIS TEAM DEFEATS PATTON TRADE

The Maytown High School team scored a victory over Patton Trade school netmen at Elizabethtown on Saturday morning in the Patton Trade Schools first match of the season, which resulted in a score of 3 to 2.

Millford and Weisman scored the two points for the Patton, in the single's matches, while Drace and Trostle won the two hard fought single matches for Maytown, both of those matches going to three sets.

The score was tied until the doubles was played when Nissley and Tressler won an easy match for Maytown from Roof and Millford, putting Maytown in the lead.

Singles—Millford, of Patton, defeated Nissley, of Maytown, 6-4, 6-4; Drace, of Maytown, defeated Brown, of Patton, 6-4, 2-6, 6-4; Trostle, of Maytown, defeated Millham, of Patton, 1-6, 6-3, 6-2; Weisman, of Patton, defeated Engle, of Maytown 8-6, 6-4. Doubles—Nissley and Tressler, of Maytown, defeated Roof and Millford of Patton, 6-1, 6-3. Only one doubles was played.

LANDISVILLE YOUTH NOW MANAGES STORE

After two and a half years of steady progress in the employ of the W. T. Grant company chain stores, Jay T. Dombach, son of Mr. and Mrs. B. Frank Dombach, of Landisville, was recently promoted to the management of the Mahanoy City, Pa., store.

A graduate of Franklin and Marshall college in 1928, Mr. Dombach began with the Grant company the same year, starting in one of the Brooklyn, N. Y. stores. He was later transferred to Buffalo, Reading and Homestead, going to Mahanoy City from Homestead.

Mr. Dombach is not quite 25 years old. He is a graduate of East Hempfield High school, where he spent three years, and of Lancaster High School.

RIVER ROAD ASSOCIATION TO MEET AT BAINBRIDGE

The May meeting of the Susquehanna River Road Association will be held in the Community Hall, at Bainbridge, this evening, May 13th, at 8:30 o'clock, Daylight Saving time.

Prominent speakers will be present and entertainment will be furnished by a musical organization of five girls from Lancaster.

It is urged that all members and those interested in "Good Roads" from Middletown, Royaltown and vicinity should attend as business of importance will be taken up.

The River Road Association will be asked to go on record favoring the needed improvement of the Harrisburg-Lancaster Pike, between Middletown and Highspire.

You can get all the news of this locality for less than three cents a week thru the Bulletin.

THE CONVENTION A BIG SUCCESS

(From page 2) Otterbein guilds comprise the number of local societies in this area, with a membership of 6,238 members in the W. M. A. and 2,535 members of the Otterbein Guild. 3,040 subscriptions to the Evangel were reported, and 74 Junior C. E. S. societies with a total membership of 2,877.

The Thank Offering secretary, Mrs. Joseph Daugherty, of Hummelstown, reported 4,334 persons using Thank Offering boxes, and total of \$6,655, raised by thank offerings. The treasurer, Miss Susan Balsbaugh, of Cleona, reported \$28,654, raised for all purposes during the year. Because of the depression there was a shortage of \$1,900 over last year.

The following persons made yearly reports: Mrs. H. C. Mathias, secretary of Stewardship; Mrs. Schlichter on local membership; Mrs. Love, of Harrisburg, on field work; Miss Clara Preis, of Otterbein Guild membership; Mrs. Joseph Daugherty, on thank offering.

The following nominating committee was appointed: Mrs. Walter K. Ebersole, Mrs. C. E. Rettew, Mrs. D. L. Shellenberger, Miss Marguerite Eshelman and Mrs. George D. Strubhar.

The following resolution committee was appointed: Mrs. L. H. Imber, Mrs. Sarah Kauffman, Mrs. Lee Goodman, Mrs. Leon Smith, Mrs. Marguerite Shope.

The worship hour was conducted by Mrs. M. C. Mumma. The evening service last Tuesday opened with a service of worship by Mrs. M. W. Mumma, returned missionary from the Philippines. Special music was rendered by the choir of the Mount Joy United Brethren church and also by the male quartet. Miss Naomi Wilson, of Moyambata, Africa, gave the address of the evening in which she pictured the progress of the missionary work in West Africa, and the untouched territories yet to be reached.

At the Wednesday morning session Dr. S. C. Enck, conference superintendent, brought greetings from the East Pennsylvania's conference after which Mrs. O. R. Brooks, of Manheim, spoke on the subject, "Strengthening Our Resources." Mrs. Joseph C. Witmer sang a solo, "Still, Still With Thee." Mrs. H. K. Geyer of Middletown, spoke on "Watching Our Attitudes," and Miss Susan J. Balsbaugh, Cleona, spoke on "Challenged for Service."

The convention was one of the largest ever held by the conference. The ladies of the local church served dinners and suppers at the church. On Wednesday they served about 800 people which included two suppers, one served at 5 o'clock and the second at 6 o'clock, when 215 Otterbein Guild girls were served. The total number of meals served during the convention was 1,100. The ladies thank all who have helped in any way to make the convention a success. Also all who entertained guests in their homes.

At the business session Wednesday, Mrs. Oliver Fridy, of Mountville, was re-elected to the presidency.

Other officers elected were: First vice president, Mrs. B. F. Daugherty, Lebanon; second vice president, Mrs. J. K. Robinson, Harrisburg; statistical secretary, Mrs. E. F. Schlichter, Lancaster; recording secretary, Mrs. J. R. Engle, Palmyra; treasurer, Miss Susan Balsbaugh, of Cleona; secretary of the Otterbein Guild, Miss Clara Preis, of Lebanon; secretary of literature, Mrs. A. C. Spangler, Campbelltown; secretary of thank offering, Mrs. Joseph Daugherty, of Hummelstown; field worker, Mrs. John O. Love, Harrisburg; secretary of stewardship, Miss Sarah Rettew, of Lancaster.

At the Wednesday evening session an address by Dr. Mabel I. Silver, who is soon to leave for Africa as a medical missionary, was followed by an interesting address on the girls of Africa, by Miss Naomi Wilson, who has spent thirteen years in Africa as a missionary.

A feature of this service was a pageant, dramatizing the founding of the U. B. Women's Missionary society fifty-three years ago by Miss Lizzie Hoffman, given by the members of the Otterbein Guild of the Bethany U. B. church, Lebanon. Miss Clara Preis, of that church, presided.

A sextet from the Mt. Joy U. B. church gave selections. The singers were Miss Geta Deitz, Evelyn Baker Kathryn Warfel, Ruth Bishop, Esther Baker and Elsie Hofer.

BIDS FOR COUNTY ROADS ARE SOUGHT

The State Highway Department Wednesday announced the proposed construction of nearly seven miles of highways and the building of concrete bridges in Conoy and East Donegal townships early this summer as one of the first major roadway constructions in Lancaster County this year.

The highways to be improved are Routes 407 and 280. Both of these highways will be constructed of macadam 18 feet wide. The work will include the laying of 36,085 linear feet.

Reinforced concrete bridges will be constructed along the same highway routes.

In announcing the plans, the Department of Highways fixed May 29 at 10 a. m. as the time for the opening of bids for the work.

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