

NOTICE TO DELINQUENTS

All School and Boro Taxes prior to 1931 unpaid August 1, 1931 will be collected according to law.

The names of all these delinquents will be placed in a box. Two names will be drawn therefrom weekly and suits entered against them. This method is used in order to avoid showing partiality.

If you are a delinquent and want to avoid the above action, come and arrange for the payment of your taxes.

JAMES H. METZLER,
Collector

July 8 4t

OWL-LAFFS



Joe Detwiler, local barber, who has traveled extensively thruout the U. S., was tellin' the fellows how familiar he was on the location of various cities. When asked in what state Detroit was, he quickly and earnestly said: "Missouri."

A representative was demonstrating a Maytag washer in front of Eshleman Bros. store. John Gropen-geser came along and seeing the soap suds said: "That's a new kind of an ice cream machine."

Candidates for the presidency are being discussed quite freely but most of us here in Mount Joy have decided not to run.

It is difficult to interpret dreams, but when people dream of getting rich quick, it usually means they are about to lose some money.

A woman here was teaching her daughter how to make appearance but what's the use of making it if you can get all you want from the politicians for nothing.

Grant Gerberich saw a cigar stump lying on the floor at the Shoe Factory. He decided to scold the chap who carelessly threw it there. He picked on a certain chap and said: "Is that yours?" The fellow replied: "No, you saw it first."

A young chap here who calls on an Elizabethtown lady, said to her: "Your father says I should have \$50,000 before I marry you." She said: "Well dear, I am willing to wait a few months."

Hagy said a little boy came into the store the other day wearing a muzzie and carrying a note. His mother had sent him for candy.

"Jack, dear, why are some women called amazons?"

"Well, my dear, I remember learning that the Amazon River has the largest mouth—"

And then the door slammed.

A local motorist had just crashed into a telephone pole. Wire, pole and everything came down and twined around the unfortunate driver. As he recovered consciousness he felt the wires.

"Thank heaven, I lived clean," he said. "They've given me a harp."

Several days ago a lady here heard this conversation between her neighbor and her husband:

"Will you love me when I'm old?"

"Don't be silly, dearest. We'll be divorced long before that."

Shortly before school closed here a boy went to the movies and as he entered the door the attendant asked him why he wasn't in school.

He replied: "Oh, it's all right, mister. I've got the measles."

A man at Florin declares his wife is getting absent minded. He said the other day he gave her some money to go to Eshleman Bros. to buy some shirts and socks and she came home with a new hat.

In a real conscientious way a man on West Main street said: "Well, son, this whipping I'm going to give you will hurt me more than it will you."

The boy: "Well, pop, don't be too rough on yourself. You ain't been feelin' well lately."

I asked Sam Mateer if he ever had a lesson by correspondence.

He said: "You're blamed right I did and I haven't written to a girl since."

The other evening a lady on West Donegal street said: "Oh, going down to the club again this evening and you know the rent is due next week."

He replied: "I'll be home before then."

Yesterday a lady asked me, while in the office, what one must do to have beautiful hands.

I said: "Nothing."

He Likes 'Em Young
One of our old maids, elderly maidens I should say, was visiting a certain place when she said to a young lad there: "Well Bobby, how you have grown. Still you're not too old to kiss, are you?"

He said: "No, but you are."

There was a book agent in town last week and he had a mighty good sale on one book in particular. It was, "The Husband's Friend, or 500 Reasons For Staying Out Late."

Believe me all the copies he had were grabbed up quickly. Every-

Future Business of the Small Town

A TALK DELIVERED RECENTLY BY DR. JULIUS KLEIN, ASSISTANT SECRETARY OF COMMERCE, AT WASHINGTON, D. C.

Somebody said the other day: "It's easy enough to see what the country is coming to—It's coming to the city!"

And that sums up a pretty general opinion, liberally backed by census figures. Of course, the popular song writers have a different idea of the trend, and, if we were willing to believe them, we should expect to see the cities rapidly depopulated, as the homesick, mammy yearning city dwellers rushed to board the "mid-night choo-choos" for Alabama, or sunny Tennessee, or "the little gray home in the West," or "a cottage rustic by a waterfall"—or some other small spot, far from the turmoil of city streets.

But these lyrics of the songsmiths are based, I fear, on sentiment instead of on statistics. For the popular impression as to the immigration cityward does not tally with the statistics. Here is the proof of it: In 1890 more than 57 percent of our population lived in the country. Last year's census showed that only 37 percent of the total were in rural communities.

We see the cities expand in both directions, sidewise and up-and-down—become more complex and congested and deafening—rear more stupefying bunkers—burrow deeper into the bedrock—fling more titanic bridges—grow ever mightier and more magnificent.

But how about the small towns, of say, from 1,000 to 10,000 people? Were they not the ancient stronghold of our traditions, the bulwark of the Nation's strength? No candidate for national office was supposed to have a chance unless he came from a small town—the smaller the better! And so let us see what the outlook is—especially the business outlook—for those small places.

If you will bear with me, let us "go statistical" for a moment. Between the census years 1920 and 1930, the 2,200 odd little towns in the country with populations between 2,500 and 10,000 just about held their own in relation to the country as a whole; in both years they accounted for almost exactly 9 percent of our total population. How about the small or hamlet and villages of less than 2,500 people? Well, their portion of the total population has shrunk from 8.12 to 7.12 per cent since 1920.

But how about the possibility that a change is now at hand? Will new business methods and conditions of life for new prospects to the small town? If you want my answer right now to these questions, I would say "Yes."

But let us look first at the other side—the factors working against the small town. Powerful commercial forces have swept through and swirled around it. And unquestionably one of the most potent of these forces has been the modern business tendency toward ever larger units of organization and operation in farming.

For instance, one is amazed to note the extent of farmers' cooperatives' dealings and their reaction on the business of small towns. In the admirable yearbook of the Department of Agriculture I find that there are 12,000 farmers' co-operative associations in the United States. More than 3 million farmers belong to them. Their estimated total business amounts to 2 1/2 billion dollars annually. Most of that, of course, is in farm products sold. But what is the extent of their cooperative buying?

It amounts to pretty nearly 200 million dollars in the course of every year.

"Just what has this to do with the small town?" you may ask. Here is the point: The farm cooperatives take largely by these supplies directly from the manufacturers. The goods come generally in clarified lots. The cooperatives distribute them to their members. In such transactions as this, the small town hardware store, feed store, agricultural implement store, general store, are permitted to see more of our people flocking down to Zenith to hear the "yelluloids!" scale farms that are being operated by individuals or corporations.

Just what is the extent of the tendency of small town folks to buy goods "out of town?" If we are to draw any valid conclusions we need exact data—and fortunately I am in a position to give you precise figures in a typical case. A real "business clinic" on this matter was conducted just recently by an expert employed by the chamber of commerce in a small Illinois town of about 3,000 people. And, incidentally, the facts revealed there coincide closely with those found in an analysis of the same problem of small town business by our Department of Commerce staff in New England.

In digging up the facts about out of town buying, the investigators did not generalize or guess; they went to every house in the place and asked questions—which were answered frankly. And here is what the survey body he asked bought one except a certain fellow I know who said he could find plenty of excuses and that he had a hundred that he hadn't even tried yet.

They are coming to realize, I think that one of the secrets of restoring small town business, where it has shown signs of decadence, is to

developed: Only 6 or 7 per cent of the drugs and groceries were purchased out of town; here we see the element of immediate need operating; people are apt to want groceries and medicines in a hurry, and they buy them at a near by store. When we come to hardware and "houseware" we encounter a sharp rise in the percentage—16.5 for hardware and 15.3 for the miscellaneous utensils. Meats—rather surprisingly—show a percentage of nearly 23 purchased out of town. More than a quarter of the furniture for the homes in this small town came from the nearby cities. There is another sharp rise when we come to dry goods—the percentage shooting up to nearly 39 per cent. Exactly half of the shoes and jewelry were purchased out of town. When we come to ready to wear clothing, we strike the highest percentage of all—nearly 56 per cent being purchased outside the corporate limits of this village. Evidently the higher the cost of the commodity per unit the wider the shopping effort.

Five reasons were given that impelled the people of this typical small town to go elsewhere to buy merchandise. The bigger out of town stores were asserted to have a better selection of merchandise, better prices, more modern equipment and arrangement, and better trained, more courteous salespeople—and, besides these business elements, the people who were questioned admitted the attraction of the amusements and recreation facilities that the near by cities offered.

Of course, we must bear in mind that, in all such studies as this, it is hard to estimate human motives precisely. So, if we should jump to hasty, theoretical conclusions about the loss of part of the small town business to the cities, we might go as "wide of the mark" as the young mother who was frightened half out of her wits when the nurse maid ran in screaming, "Oh, ma'am, it's terrible—I don't know what to do—I've lost the baby in the park!" The fond parent nearly fainted, but managed to inquire, in a whisper: "Why don't you speak to a policeman?" The maid was silent for a moment, and then she blurted out: "I did, ma'am. I did—that's how I lost the baby!"

Anyhow, the mother got at the truth of the situation by asking pertinent questions—and that is what the searchers and commercial "surveyors," governmental and other, are trying hard to do in the matter of small town business.

Just what fault do people find with the small town stores? As revealed by the Department of Commerce survey in New England, the purpose of which was to help the small town merchants correct their difficulties, here are some of the allegations: A "lack of style goods," a lack of variety and sizes in shoes, dresses, and ready to wear clothing is the criticism voiced most often. Some people charge that local stores are apt to have a two price policy—and they do not like to haggle. Others say that local dry goods stock is likely to be dusty or soiled, and there is objection to the frequent phrase "We're just out of that." A comment often encountered is that it is hard to get real up to the minute novelties at the small town store. Fault is found with local store lighting and window dressing. Lack of dignity in stock arrangement is one of the things censured.

I know you will understand that, in quoting these criticisms, I am not intimating for a moment that they apply to all small town stores. Far from it! Thousands of such stores are thoroughly progressive, well arranged, handsome, and efficient. I am simply bringing you a few of the objections that have been actually expressed with respect to some such stores.

One of the things that small town business is "up against" today is that it must endeavor in a measure to counteract or equalize the entertainment advantages of the city. That is being done—to a degree. Take the case of talking pictures. When the silent movie was toppled abruptly from its pedestal, some premature mourners said: "Just another thing to injure the life of the small town! This new fangled sound equipment is expensive. The local 'opry house' or Bijou Dream can't afford it. You'll play no part. The same is true of the purchases for most of the large scale farms that are being operated by individuals or corporations.

But how about it, really? How is it working out? I was turning the pages yesterday of a big fat volume listing every picture theater in the country, with a notation as to whether it has been wired for sound. I could hardly believe my eyes. There were hundreds—thousands—of theaters showing talking pictures in towns with as few as 700 people, or 1,200 or 1,800! That shows enterprise, determination, a will not to be left behind.

And we see that same splendid spirit in varied manifestations, in small towns throughout the Nation. The American small town is not to quit or "take punishment lying down" One of our Washington humorists who sometimes expresses his shrewd wisdom through the character of an old colored "uncle" made this Uncle Eben say, the other day, "Whenever you see a quitter, you're liable to see a man dat was'n' much of a beginner in de dust place." But American citizens of the small town are just the reverse of that. They were valiant, dauntless beginners—and I am convinced that they will prove to be very sturdy stayers.

They are coming to realize, I think that one of the secrets of restoring small town business, where it has shown signs of decadence, is to

48,000 COMPLETE HIGH SCHOOL WORK

According to reports received by the Department of Public Instruction, the 835 Pennsylvania secondary schools offering the full twelve year course graduated approximately 48,000 students during the recent commencement season. This is an increase of about 5,000 over the previous year and more than 7,000 above the total for 1928-29.

This increase in the number of graduates is indicative of the tendency of boys and girls to complete the entire secondary school course, officials said. A number of factors are responsible for this trend. One of the most important is the change in industrial conditions which limit the opportunities for individuals below 18 years of age. There is an increasing recognition on the part of those who employ young people that the basic training offered in the high school is essential for successful participation in industrial and commercial activities, according to officials.

The improvement in the secondary school itself is another influence which has caused pupils to remain in school for a longer period. Not only are schools offering differentiated courses but an attempt is being made throughout the Commonwealth to organize the school work in such a way that more attention can be given to individual differences. The attempt to set up techniques which will aid the individual student in developing his own learning activities is considered one of the most significant phases of modern education. Mass instruction is giving way to a cooperative program in which each pupil has some opportunity to advance at his own rate, and to engage in activities which are educationally important and which satisfy individual interests.

It is believed that the upward trend of high school enrollments, which has been experienced during the past ten years, will continue. Only 40 per cent of the individuals eligible to attend high school are now enrolled in Pennsylvania secondary schools. The 60 per cent remaining constitute the large group from which future increases will be drawn.

Protect Potato Crop

Thorough and frequent spraying is recommended by plant pathologists of the Pennsylvania State College as protection against tip burn, leaf scorch, and late blight. Under the most adverse conditions, the sprays should be applied at not longer than 5 to 7 day intervals.

be found in a brisk, resolute, modernization program for the stores, the introduction of more rigid efficiency along lines described in our Commerce Department bulletins—remodeling or even transformation of the equipment and arrangements, the installing of stock control systems, the careful training of salespeople, cooperative advertising, chamber of commerce activity, the creation or arousal of keener civic consciousness.

Obviously, one of the most potent weapons available to the small town merchant is the trade developing power of local advertising media. Certainly, intelligently guided publicity and consistently vigorous local advertising, especially in these days of consumer timidity, represent outstanding means at the command of the smaller-community merchant for arousing greater interest in his goods and attracting customers to his door.

Let us look at one example of what can be done in the small town merchandising field. Moved by the striking results of our recent Grocery Survey in Louisville, Kentucky, every single retail merchant in one small town in that State carried out an extremely thorough modernization of his store. With what result? There has been, ever since, a very substantial increase in the combined net business of all the town's stores. They have created new business and new profits. Other small towns can do the same through energetic and adroit action.

I find I have not time today to take up some of the main factors, some of the outstanding contemporary forces, that promise to help small town business in the future. I have not been able to discuss the factory prospects of our smaller communities, the great possibilities in the decentralization of industry, the importance to little places of air routes and of our vast new highway systems, the potential influence of the impending coming of television, or most important of all, the long distance transmission of electric power as a great stimulant to small town industries. I have not said anything about the spread of mail order trading or about the chain store endeavoring to invade the small town—and I certainly do not want to miss those things. Let us postpone these topics till next Sunday.

In the meanwhile, let us bear in mind the story of the two strangers who fell into conversation on a railway train. "Where yuh going?" the one asked. "To Jonesville," replied the other—"town of about 5,000 up the line a ways." "Better steer clear o' Jonesville, pardner," yawned the first speaker; "everything's frightfully dull up there." The other man's eyes beamed: "That's great," he cried, "that's fine. I'm a scissors grinder!" Fewer yawners and some additions to our already great army of "scissors grinders" will sharpen up the business prospects of the American small towns. They are coming along strong; as I hope to show you in next Sunday's talk.

A Ruined Tobacco Crop

Doesn't mean a Ruined Tobacco Grower



If the Crop was Covered by a Hartford Hail Policy

You cannot afford to take the risk. The Hartford Fire Insurance Company can. Let us explain this hail policy and the record and resources of the Company that writes it. **Widmyer-Prangley Co. Agents**
204 Fulton Building LANCASTER, PENNA.
Henry H. Koser, Landisville, Pa.
D. L. Landis, Elizabethtown, Pa.
E. H. Gish, Elizabethtown, Pa. July 17-t

Why not let the WAIT ADS RENT YOUR SPARE-ROOMS
PHONE US YOUR AD TODAY
THE COST IS SMALL but RESULTS ARE CERTAIN PHONE US YOUR AD TODAY

FEEL your hair
How long is it? How many days since it was cut?
10 IS RIGHT. Haircut every 10 days.
Go Now, to **Hershey's Barber Shop** Agent for Manhattan Laundry

Keen Enjoyment for Smokers of Pipe and Cigarettes
15¢

PROBAK—not a sour blade in a million
PROBAK BLADES
HOW ARE YOUR SHOES? DON'T WAIT TOO LONG BRING THEM IN CITY SHOE REPAIRING CO.

SOME BUS! Tell The World!
and He bought it through the WANT ADS IN THIS NEWSPAPER.
PHONE US YOUR AD TODAY!

The BULLETIN MOUNT JOY, PA.

THE COUNTRY NEWSPAPER OF GREAT VALUE ACCORDING TO STATEMENT OF NOTED EDITORIAL WRITER—PROVEN BY FACTS
Arthur Brisbane, one of the best minds of the time, says:
"H. Z. Mitchell's 'Sentinel,' published at Bermidjii, Minn., wins the prize as best weekly in the National Editorial Contest. This is a good time to remind the public in general, and national advertisers in particular, that country weekly newspapers are the most important organs of public opinion and protectors of public welfare."
"And, their advertising per mill line, is not excelled by any publication, of any kind."
"The reader of a country weekly buys everything from shingles on the roof to cement in the cellar floor, and every advertiser has in him a possible customer."

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WE ASK PATRONAGE WE GIVE SERVICE
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