

The Mount Joy Bulletin

ESTABLISHED JUNE 1901

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Jno. E. Schroll, Editor and Publisher

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The subscription lists of three other newspapers, the Mount Joy Star and News, the Landisville Vigil and the Florin News were merged with the Bulletin, which makes this paper's circulation practically double that of the average weekly.

EDITORIAL

When Dr. T. W. Musick, head of the Department of Business Administration at Elizabethtown College addressed our Rotarians last Tuesday, he spoke on "Our Unburied Dead." If only a much larger audience could have heard his discourse. Evidently there are many unburied dead. We are in most hearty accord with Dr. Musick's remarks.

The P. P. & L. is having about as much trouble with the State as industry has with the government. The mayor at Bethlehem went before the PWA and complained that their rates are too high while R. J. Beamish challenged complex rate schedules at Allentown. He claims that the P. P. & L. has paid a half million dollars annually to the Lehigh Valley Transit company since 1928 for an emergency plant which he claims is not okay.

Seemingly the remark of a native Lancaster countain of German decent again proves true—"Life is nosing but trials and tribulations."

THE WAY TO RECOVERY

Just so long as the United States government keeps meddling into industry, that much longer and worse will it make things.

Industry is to absorb the idle and would employ a great majority, but when told how many hours each person may be employed, how much wage he or she shall receive—in fact everything connected therewith is regulated except the air they breathe—no business man can prosper. "Bill" Warner, president of the National Association of Manufacturers, said a mouthful Thursday in New York. He said if the Government keeps its hands off wages, hours and price regulations industry can and will safely make a great expansion program.

KEEP YOUR FAMILY CLEAR OF THIS TOLL

The safest way to burn trash is in an incinerator. But even then, constant care must be taken.

In one instance, a man who had lighted some papers in an incinerator, attempted to push them down and put more in. The flames ignited the sleeve of his shirt and burned him seriously. In another case, a woman was watching trash burn in an incinerator which was too full. The wind veered, the flames ignited her clothing. She was so badly burned that she died in agony.

The National Board of Fire Underwriters advises against burning trash, even in an incinerator, if any wind at all is blowing.

Much clothing worn today is made partly of compositions that ignite easily and burn furiously. Accordingly, greater care must be taken to avoid the danger of setting clothing on fire. Load your incinerator, but don't stuff it. Once the fire is started, let it burn down before adding more. Stay well out of reach of the flames and keep children at a distance.

Fire claims thousands of lives and hundreds of millions of dollars annually in America. Keep your family clear of this toll!

FIRE CONTROL IN RURAL AMERICA

On a comparative basis, fire occurs oftener in smaller communities than in larger cities. Figures compiled by the National Board of Fire Underwriters show that where 9.92 fires per 1,000 population occur annually in towns of 20,000-50,000 population, the rate drops to 8.39 in cities in the 250,000-500,000 bracket, and to 6 in metropolises housing 500,000 or more people.

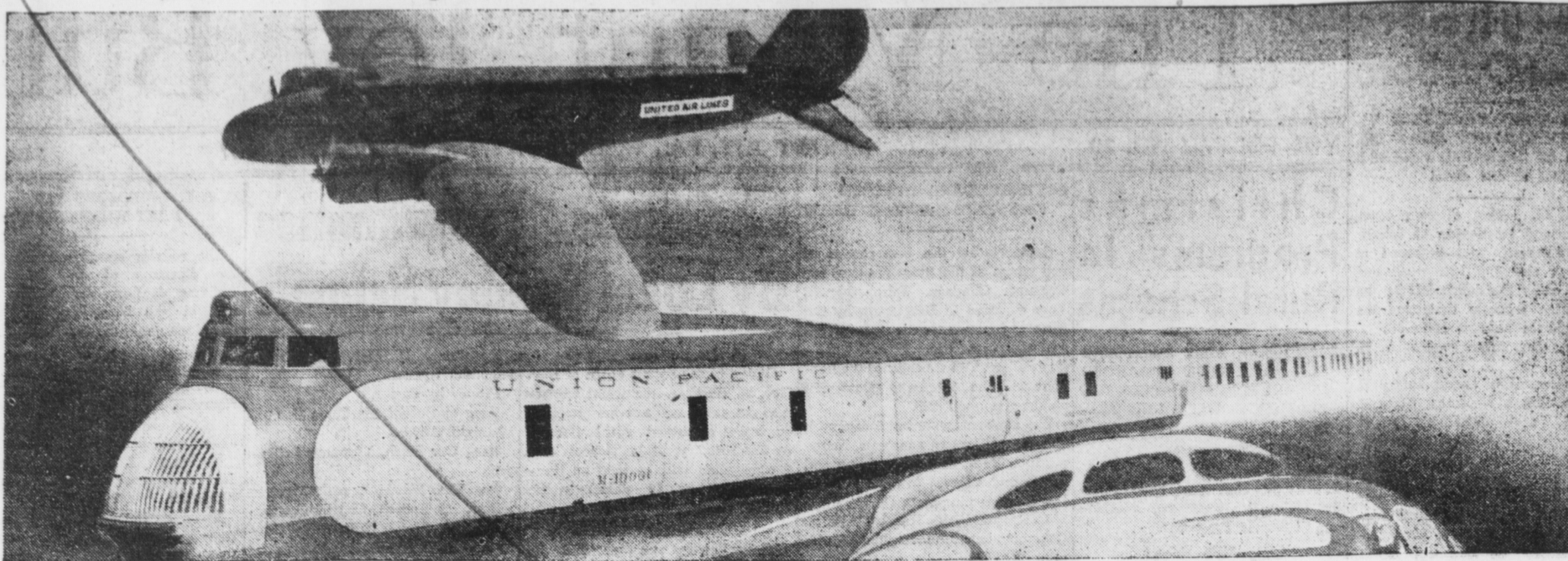
The per capita fire loss in the 20,000-50,000 classification is \$1.49, as against \$1.36 in over-500,000 group. While statistics are not available for communities of less than 20,000 population, it is a logical supposition that both the number of fires per 1,000 people and the per capita loss are materially higher.

Fire waste is a grave problem to all the country—and it is more than ordinarily grave in our smaller cities, towns and villages. And on farms, where efficient fire-fighting equipment is often unobtainable, a fire that would be of small consequence in a well protected city may turn out to be a disaster. Loss of human and animal life through fire is likewise tragically high in our rural areas.

Any community or district, no matter how small in population, can quickly and simply reduce its fire loss. Fire marshals can instruct citizens in the proper technique of inspecting property with a view to eliminating hazards, and literature is available on the subject. "Spruce up" campaigns to tear down useless buildings, keep vacant lots clear, etc., are a great help in ridding the community of some of the gravest dangers. And in the matter of fire protection, many small towns and farming communities have proven it practical to finance district fire-fighting organizations which are strategically located where they may serve a wide surrounding territory swiftly and efficiently when fire breaks out. The cost of this, in the light of the service rendered, is insignificant.

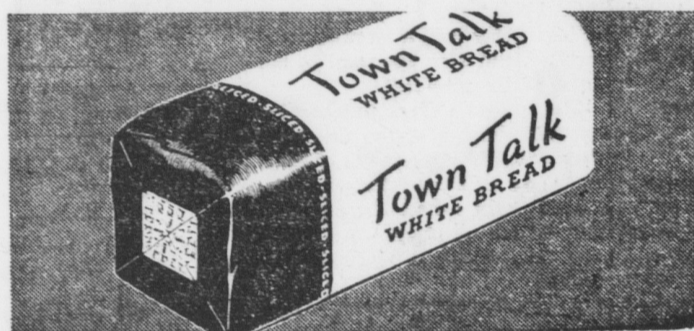
One of the greatest tragedies of fire is that almost all fires are preventable.

SPEED THE GOOD NEWS INTO EVERY HOME!



Town Talk BREAD in a Modern Streamline Wrapper!

A Brand New Flavorful Bread
Styled to a 1938 Package



STREAMLINE planes span the country overnight! Streamline trains flash like rockets over humming rails! Streamline cars whizz along the highways! Because . . . Streamlining saves time!

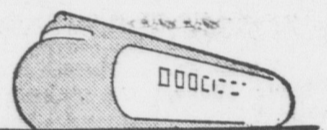
THE WHEATLAND BAKERS (Lancaster County Owned and Operated) offer you a brand new loaf . . . as modern as tomorrow . . . as flavorful as a new dessert. Naturally, it is packaged in a bright modern streamline wrapper for instant identification.

YOU CAN'T MISS THE NEW
TOWN TALK BREAD

See the new Town Talk Display at your grocers'. You can't miss it. It's there . . . easy to see, easy to buy, a pleasure to serve. Town Talk is the bread in the white wrapper with the red end . . . your guarantee of extra flavor and extra freshness every time you buy it.

WHEATLAND BAKERS, Inc.
Lancaster County Owned and Operated
Reverse Charge Phone Lancaster 7138

WHY WE CALL Town Talk STREAMLINED



The Streamlined train eliminates all unnecessary decoration to increase speed and efficiency.



The TOWN TALK Streamline wrapper eliminates all necessary decoration to speed up identification in the store.

Town Talk BREAD

Copyright 1936, Wheatland Bakers, Inc.

Walter Loraw Was Elected Fire Co. Pres.

(From page 1)

John J. Schroll, chief hose director; J. Roy Eshleman, chief hook and ladder man; James Schneider, delegate to State Association meeting; J. Roy Eshleman, alternate delegate; Leroy Sheaffer, delegate to South-eastern Association meeting; Ray Myers, alternate delegate; George Halbleib, captain of police; Robert Miller, Emerson Mateer, Arthur Schneider and Richard Beamesderfer, members of the entertainment committee.

A committee consisting of Ray Myers, Charles Eshleman and Ed Barto was appointed to supervise a collection of food and money to be given to the family of Oliver Funk, a brother fireman who was seriously injured while going to a fire July 10, 1936. Funk is still unable to work to support his family. A list of more than thirty volunteers was secured to assist in the collection of the material throughout the community.

The group voted to invite the auxiliary of the company to attend a joint meeting in January in the Mount Joy hall. A radio also was purchased from Lester Roberts to be used in the social room of the company. One new member was admitted to the company. New equipment for the pool table was ordered purchased.

Motion pictures of activities in Mount Joy during the past year will be shown under the sponsorship of the company early in the new year. Proceeds from the show will probably be used to assist in the welfare work of the company.

RADIO AN IMPORTANT ADJUNCT TO THE FARMERS

The radio ranks today as more of a necessity in the life of the farmer than the city dwellers. In addition to all the entertainment or educational features of radio service enjoyed by city listeners, the farmer with a radio has the advantage of weather reports, which are broadcast several times a day, by means of which he is better able to plan his work—to know when to mow his hay, cut and thrash his grain, husk his corn, take steps to prevent serious losses to his crops and livestock from high winds, frost, hail, blizzards, heavy rains, insect invasions, etc. The broadcasts of actual figures on receipts and prices of livestock, grain and other commodities at the principal market centers enable the farmer to adjust his sales and purchases in accord with current market conditions.

HUDSON MOTOR CO. SWEARS BY NEWSPAPER ADVERTISING

An official of the Hudson Motor Co. says:

"Because newspapers are the most elastic and versatile type of advertising media for the motorcar manufacturer, they naturally deserve, according to our thinking, the major share of Hudson's advertising appropriation. This share, in the twenty-nine years that Hudson has built and sold motorcars, has averaged \$1,589,725 a year, or a total of \$46,102,031."

Think that over Mr. Merchant who does not believe in Newspaper advertising.

There is no better way to boost your business than by local newspaper advertising.

Stimulate your business by advertising in the Bulletin.

Friends Aid Neighbors Near Our Boro

(From Page 1)

Ferry, Amos N. Shelly, Arthur Nissley, Elam Sherer, Ezra Hitz, Martin Spickler, Maurice Stauffer, Owen E. Mummaw, Harry Stauffer, Henry A. Kaylor, Raymond Hostetter, Harry G. Heisey, John J. Shank, Albert B. Erb, Wayne B. Peters, Irvin Gruber, Jacob K. Ober, Aaron L. Musser, Park M. Kreider, J. Earl Brubaker, Harvey Sumpman, Richard Miller, J. Earl Witmer, Chester Ney, Jacob G. Snyder, Paris B. Gruber, J. Edgar Gish, Levi B. Snyder.

Paul R. Good, Samuel M. Kolp, David H. Eaby, Elmer M. Zeager, Levi M. Kopp, M. W. Shearer, Daniel O. Brubaker, Harrison G. Miller, Hiram Witmer, Paul Sauble, Allan Shearer, Harry G. Miller, Orville Miller, Paris Ober, Samuel G. Eshleman, Harry Eshleman, Henry S. Miller, Paul S. Miller, Rohrer Stoner, Isaac Stoner, Paul G. Miller Samuel Nissley, Ira Bricker, Irvin Bricker, Elvin Bricker, Amos Strickler, Cyrus Geib, Levi Brubaker, Joseph Gish, William Longenecker, Daniel Brennan and Daniel Wolgemuth.

Mrs. Miller assisted by Mrs. George Gruber, Mrs. Harry Wagner, Mrs. Irvin Gruber, Mrs. Raymond Hostetter, Mrs. Elmer Hoover, Mrs. J. H. Hollinger, Mrs. Harry Zerphey, Mrs. Walter Zerphey, Mrs. Cyrus Geib, Mrs. Elam Sherer, Mrs. Annie Enterline and Mrs. Harrison Miller.

A GIFT SUGGESTION

When you can't think what to buy for Father or Mother, "THE MOUNT JOY BULLETIN" for a year—\$1.50.

CHEVROLET'S LOW DELIVERED PRICES...model by model

- ✓ Check Chevrolet's low delivered prices \$\$\$
- ✓ Check the small cash balance remaining after trading your present car \$\$\$
- ✓ Check the low monthly payments \$\$

RESULT: "You'll be AHEAD with a CHEVROLET!"

Then you'll know Chevrolet is the outstanding value for 1938

Remember, too, that Chevrolet is the only car that gives you all these modern features at such low delivered prices:

- 65-H.P. VALVE-IN-HEAD ENGINE
- PERFECTED HYDRAULIC BRAKES
- GENUINE KNEE-ACTION
- ALL-SILENT, ALL-STEEL BODIES
- FISHER NO DRAFT VENTILATION
- TIPTOE-MATIC CLUTCH

*On Master De Luxe models only. CHEVROLET MOTOR DIVISION General Motors Sales Corporation, DETROIT, MICHIGAN

H. S. NEWCOMER & SON, Inc. MOUNT JOY, PA.