

The Mount Joy Bulletin ESTABLISHED JUNE 1901

Published Every Thursday at Mount Joy, Pa. 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

WELCOME, SIXTEENERS

To all the surviving sixteeners and their friends who will trek back to Mount Joy the scene of their childhood days—we welcome you.

Our town and its people extend our heartiest greetings and sincerely hope you have a most enjoyable fifty-first reunion here on Saturday.

May all of you survive many more years to return and celebrate these events annually.

106,000 dead and 9,900,000 injured is the accident toll for these United States last year. That is exactly double the casualty list of the World War.

As a comparison the calculable costs of these accidents was \$3,600,000,000, which was enough money to build seventy-five Empire State buildings.

Broadcasting such information should at least make some people careful but they should worry. The traffic fatalities were 4 per cent. higher in 1937 than during 1936.

How to reduce this annual slaughter of human beings is certainly a problem.

ADVERTISEMENTS SERVE ALL

The dual utility of newspaper advertisements—the alert business man is advertising in the newspapers as never before, and the wide-awake shopper, in many cases, relies wholly upon the ads in the press as a shopping guide—was demonstrated during the late economic unpleasantness when penny-saving was compulsory.

Now that money is becoming more plentiful, and business is discovering that public responsiveness to advertising of better grade merchandising is growing, the newspaper has become a shopping aid to the busy buyer unapproached by any medium in the past.

Not only are large city mercantile establishments and national advertisers using newspaper space more generously than ever—as demonstrated in the weekly increase of advertising linage in the big city newspapers in comparison with a year ago—but the small businessman has also discovered the unique indispensability of getting his message to his prospective customers through the columns of the newspaper.

Neighborhood stores, which in many cases had never been known to advertise, are telling the people they seek to serve why it will pay them to deal around the corner. Again the newspaper is the medium most often used.

If it were not for the myriad-times demonstrated fact that both the advertiser and the consumer are benefited immeasurably, newspaper advertising would now be as dead as the dodo. But emergence from the depression finds it universally regarded as the one indispensable adjunct to good buying and good selling.

PINK LEMONADE POOR SUBSTITUTE

The old news rule that it isn't "news" if a dog bites a man, but that it is "news" if a "man bites a dog," might be added to as follows:

It is news when municipalities refuse to be seduced by "45 per cent cash gifts" from government bureaus to put private enterprise out of business.

Washington press releases broadcast it far and wide when municipalities fall for federal gifts and take their first step toward socialism, but no Washington press bureau commends a city for refusing to take such gifts, and thereby save some taxpaying private enterprise from destruction, and the community from useless debt and increased taxation.

San Jose, California, should have been in the headlines, but it wasn't. By a vote of some 14,000 to 2,500, that city voted down municipal ownership of its water system in favor of continued private operation under public regulation. In addition, two veteran members of the city council who sponsored the municipal ownership project at a cost of \$5,520,000 in bonds, were overwhelmingly defeated. This is real old-fashioned anti-socialistic news from a typical American city of 75,000 people.

Immediately following the election, the San Jose city council was offered \$800,000 of "free" government money to dredge a useless harbor out of the marsh lands at the south tip of San Francisco Bay. The city councilmen, remembering the election, decided that if the acceptance of the "free" money meant another local bond issue, they wanted none of it.

Too often the citizens of our communities are blinded by the lure of "free" government money and "alluring" promises. But when the real facts are stripped bare of political camouflage as was done in San Jose, the citizens will go to the polls and sign a new declaration of independence.

Let us hope that San Jose has shown some other communities that pink lemonade of the circus variety is generally a poor substitute for the plain old-fashioned kind which isn't "colored" to attract the unwary.

HAPPENINGS

— of —

LONG AGO

20 Years Ago

Lancaster city authorities are arresting all men operating punch boards.

Several fine quail were seen in the Boro Park.

A public meeting will be held in the Mt. Joy Hall to discuss the coal situation.

You know the old grey mare isn't what she used to be, neither are the loaves of bread and many other things.

Mr. John Horstick, who drives the truck for the New Standard Hardware Co., took a load of people to Gettysburg on Sunday.

Walter Kramer quit his job at the Farmers Creamery and is working at the P. R. R. station at Harrisburg.

J. H. Bridges a Manheim baker, decided to discontinue the business.

An old time Dunkard love feast was held on the Addison C. Felker farm.

Dr. Samuel Small preached an excellent sermon in the Church of God.

The Kreider Shoe Factory at E-town is floating a service flag. There are 26 stars in it.

Markets: Butter, 45c; Eggs, 33c; Lard, 28c, Brandt & Stehman, Wheat, \$2.10; Corn, \$1.70.

A chain of hotels in London serves free, a baked potato, where the patron orders no wheat bread or wheat products.

C. S. Frank & Bro., will hold their sale of live stock at Hotel McGinnis.

Mr. and Mrs. Lehman Swarr Jr., entertained at supper on their Cedar Hill Farm.

Seventeen students graduated from Mt. Joy High School.

About fifty to sixty people from Franklin county, attended the love-feast on the farm of Daniel Musser, near Florin.

Samuel Haldeman purchased an Overland car of Ed Ream.

Mrs. Wm. Gantz will spend the summer at Peoria, Ill.

Milton B. Weitzel, of Lititz, has an unusual business, he buys and sells second hand bags and employs fifteen people at washing and mending them.

The Lancaster City police are "kicking" for a raise.

David L. Heisey's auto kicked like a mule, while cranking the auto, it suddenly kicked and he was knocked down.

Prof. J. S. Simons of Marietta, was appointed head of the Education Dept., of the Curtis Publishing Co., at Philadelphia.

500 troops were unloaded at the Rheems station and marched toward Elizabethtown.

The painters are beautifying all the P. R. R. bridges and passenger depot here.

GALA REVUE MT. GRETTA PARK—NEXT SUNDAY

A real outstanding group of well known and popular entertainers—comedians, singers, dancers and musician has been booked for your entertainment at Mount Gretna Park next Sunday. The management is endeavoring to present the type of entertainment that you want and believes this Revue headed by the one and only Arizona Kid and the popular radio stars—The Southern Vagabonds will surely fit the bill. Included with this unusual musical extravaganza is beautiful Ruth Bord with the bird-like voice; the side-splitting Jewish comedy act; the famous Kings Trio, whose harmony will bring down the house; the boy wonder you have all been thrilled by, Howard Smith in person and the lovely terpsicorians in tap-toe and whirly-gig antics. This is the big show you were told about, and don't forget many beautiful free gate gifts will be given away. Why not go early to the park and take your picnic lunches along for there are plenty available tables.

WORMS DAMAGE TREES

Cankerworms are destroying the foliage on forest trees. Methods of control, such as banding or spraying the trees, are difficult and impractical to use in forests. Natural enemies of the insects, like birds or parasitic and predaceous insects, are the main checks, according to Penn State entomologists.

33 Years Ago

A carload of machinery for Mumma and Detwiler refrigerating plant arrived.

A. H. Shickley and men are beautifying the Red Lion Hotel.

I. D. Breneman is having a ten day sale.

J. H. Seifert is the new proprietor of the Red Lion Hotel.

G. Samuel Sheaffer now has charge of Alois Bube's ice wagon.

A four-mule team was standing in front of the Methodist church, when the off-side wheeler became restless and threw himself. After some difficulty, Daniel Hauenstein and James Gladfelder got Mr. Jack on all fours again.

John Pennyacker quit driving the W. W. Cassel delivery wagon now John Horstick pilots the span.

Wilbert Wiser, of Florin, was sporting his new wagon on Sunday. The young ladies were almost as proud of it as Wilbert.

The Florin Park was wired for electric lights.

The Moyer family reunion was held at the G. Moyer home with fifty guests present.

The Maytown Baseball team won its ninth straight game.

Rev. Daniel Wolgemuth and wife, Rev. and Mrs. Eli M. Engle and wife and Mrs. Mary Hoffman left for Matopoa, So. Africa to serve as Missionaries.

Eli H. Engle sold a 16 months old steer which tipped the beam at 1330 lbs.

S. A. Ricker put out a lot of circulars as to what can be done at the Ricker Studio.

Clinton Longenecker, B. S. Dillinger and C. H. Zeller, witnessed the Red Men's parade at York.

Abram Sprout has secured a position as fireman on the P. & R. Harry Stoler had the last shad of the season through town Monday.

A straw party from Marietta, visited town last night.

H. S. Musselman entertained the Florin Orchestra at his home.

Messrs Kline and Menaugh have purchased a new large concrete block machine.

A new pavement is being placed in front of Andrew Vogel's hotel. Markets: Butter 22c; Lard 8c; Eggs, 15c; Wheat, 98c per bu.; Corn, 56c per bu.

LANDISVILLE

Children's College Day Observed In Church of God Sunday

Mrs. A. P. Stover, of town, left Sunday evening for Findley, Ohio, where she will spend the week attending the various sessions of the Board of Missions of the Eldership of the Churches of God, of which she is an active member. Children's College Day was observed in the Church of God, Sunday evening by the Sunday school departments.

The offering will be forwarded to the Church College at Findlay, Ohio which was recently damaged by fire. Miss Fanny Knisely, Miss Martha Jane Riest and Miss Esther Miller will have charge of the program. Members of the Ladies' Aid Society of the Landisville Church of God held a covered dish luncheon at the home of Mrs. H. W. Minnich, Tuesday evening. Those present were: Mrs. A. B. Hershey, Mrs. Amos Herr, Mrs. Jesse Snavely, Mrs. Paul Baker, Mrs. H. B. Minnich and Mary Melissa Minnich, Mrs. Anna Greider, Mrs. Enos Rohrer, Mrs. Harry Greiner, Mrs. Harry Miller, Mrs. A. P. Stover, Miss Edith Heiserman, Miss Bertha Sanders and Mrs. Charles Baker.

CARNIVAL JUNE 25 The Rheems Fire Company will hold their next carnival of the season on Saturday, June 25th. Look for the ad and write up next week for one of the best programs you have seen thus far, consisting of Six Shooter Bill, Lone Rangers, Cowboys, Cowgirls, Mid-get Comedian and many others. The usual gate prizes, good seating, refreshments etc.

When in need of Printing, (anything) kindly remember the Bulletin

IRONVILLE

Mr. Earl Albright attended the Philco Radio convention held in Philadelphia on Friday.

The Otterbein Guild of the United Brethren Church met at the home of Misses Ruth and Fanny Peifer on Friday evening. Two chapters of the book "Highland Heritage" were studied and a special offering was taken, which will be used toward the erection of a community center in the mountains of Kentucky. After a short business session, refreshments were served to the following: Reba Rettew, Bertha, Frances and Carolyn Mummaw, Violet and Hazel Moore, Betty Loder, Jean Kauffman, Mrs. Mary Young and daughter, Lois, Elizabeth, Janet, Charlotte and Hazel Fornoff, Eva Jane Mummaw, Ruth Kauffman, and Ruth, Fanny and Ida Peifer.

Mr. and Mrs. J. D. Kauffman received the congratulations of their friends on Saturday when they celebrated their 30th wedding anniversary.

Mrs. William Miller is confined to her bed on account of illness. The Ironville Silver Springs and Centerville U. B. Churches held a quarterly conference in the Silver Springs Church on Saturday afternoon with Rev. S. G. Enck presiding. Mr. Earl Albright was elected delegate, and Mrs. John Stively alternate, to attend the annual conference of the East Pennsylvania District to be held at Annville in September.

Alvin Albright was elected a member of the Trustee Board of the Ironville U. B. church to fill the vacancy caused by the death of the late Jacob H. Bard.

Mr. and Mrs. Harry Diffenderfer entertained at their home on Sunday in observance of their 22nd wedding anniversary. The following were the guests: Mr. and Mrs. Harold Witmer of Elizabethtown, Miss Kathryn Lawrence of Columbia and Mrs. Minnie Staley and

Our Heartiest Congratulations

We want to congratulate each of the following for having reached another birthday:

June 16 Sherwood Gingrich, E. Main St. Joanne McClellan, Mt. Pleasant Church. Raymond G. Eby on North Barbara Street.

June 17 Mr. Clarence Gibbons, on West Donegal Street. Mrs. Elwood Garber, town. Mrs. Mahlon Fuhrman, David St. Mrs. George Zeller, East Main Street.

June 18 Dorothy Brown, New Haven St. Mrs. George A. Kercher.

June 20 Oscar Breneman, Manheim St.

June 21 Helen Zink, Frank Street. Robert Rye, East Main Street. Mrs. Daniel Miller.

June 22 Catherine Ney, east of town. son, Dennis of Ironville.

Junior Christian Endeavor will meet in the United Brethren Church on Wednesday evening at 7:00. At 8:00, mid-week prayer services will be held. Immediately following the prayer services, the Women's Missionary Society will hold their monthly meeting, which will be in charge of the president, Mrs. Iona Metzger.

Sunday School on Sunday, June 19 at 9:30 D. T. Christian Endeavor services at 7:00 and the leader is Mr. Paul Metzger. Evening worship at 7:30.

The United Brethren Ministerial Association of Lancaster County held their annual outing on Monday at the Ironville Band Hall. The wives and children of the ministers were special guests.

Benjamin Weaver, a local teacher in West Hempfield township, will leave today for Durham, N. C.

where he will enter Duke University, this being his second summer to take a special course. Penn State vegetable gardeners. Under this system the plants are set 20 to 24 inches apart with 30 to 36 inches between rows. Six-foot stakes are driven firmly into the ground about 4 inches from the plants. Many home gardeners stake and prune their tomato plants to make better use of limited space, report

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