

Columbus Day

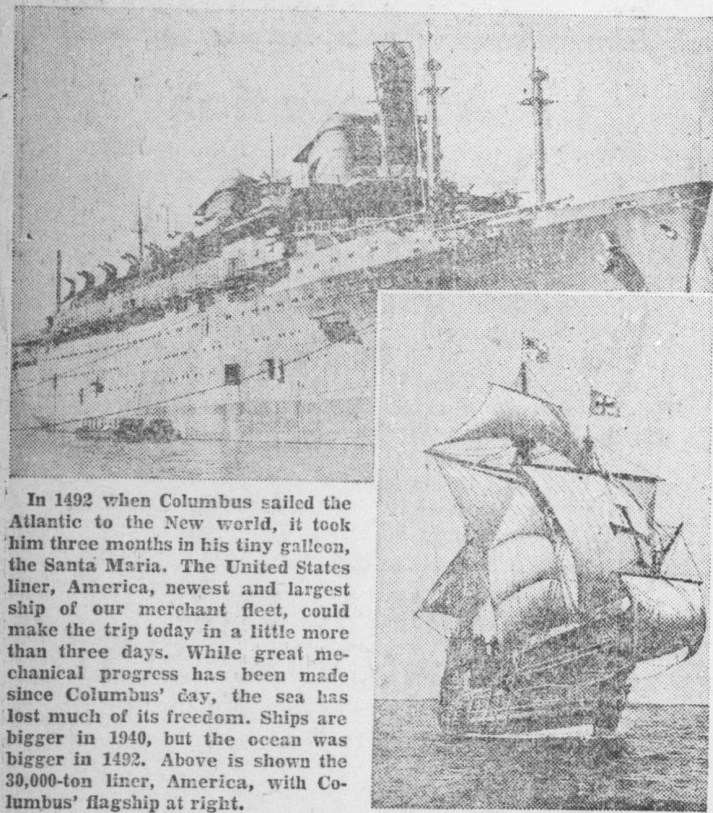
SATURDAY

OCTOBER 12



The four hundred and forty-eighth anniversary of the landing of Christopher Columbus on the island of the Bahamas, where he solemnly planted the cross and called it San Salvador.

Ships Smaller, Ocean Bigger, in 1492



In 1492 when Columbus sailed the Atlantic to the New world, it took him three months in his tiny galleon, the Santa Maria. The United States liner, America, newest and largest ship of our merchant fleet, could make the trip today in a little more than three days. While great mechanical progress has been made since Columbus' day, the sea has lost much of its freedom. Ships are bigger in 1940, but the ocean was bigger in 1492. Above is shown the 30,000-ton liner, America, with Columbus' flagship at right.

(Released by Western Newspaper Union.)

TRUTH about ADVERTISING

By CHARLES B. ROTH

AN EXPERIMENT IN HORSE-FEEDING

THERE'S an old story I have always liked. It is about the parsimonious Frenchman who ried the money he spent in feeding his horse. After scheming and planning he hit upon an idea which would enable him to stop all that. It was beautifully simple: Each day he would gradually cut down the amount of feed he gave the horse. He would cut it down so gradually, in fact, that the animal wouldn't even realize he was being cheated. The horse would thus become used to getting along on less. Eventually he would need no feed at all. Think of the money that would save!



Charles Roth

The French genius scientifically set about carrying on the experiment. Several months later he was telling about it with pride in his voice. Did it work? asked a friend. "Work? Oh, yes, indeed, it did!" he exclaimed. "It worked perfectly. Beautifully. The only trouble was that just about the time my horse got used to going without feed, he died."

We laugh at the benighted condition of a man with an idea as foolish as this, but many business men try to stop feeding their business "horse" by eliminating or cutting down on their advertising. The fact is that advertising is the feed which keeps their business in

robust health and full of energy and strength. Many examples can be cited of the inevitable result of stopping advertising. Two will do. Forty years ago there was a remedy on the market which was America's biggest seller. It was widely, intelligently, consistently advertised. Its name was a household word. Then the founder of the business died. His heirs decided to cut out advertising because "our product is so well known people will have to buy it." The product passed out of the picture entirely.

Another was a fine, honest, well-made, well-advertised toilet soap, with all the good will any product could possibly need. The management of the business changed. The advertising stopped. Soon the product was no longer on the market. The reason why advertising must be a continuous process is that we human beings need constant reminding. We're not fickle. But we are so filled with our own ideas and plans and businesses that if a man who wants our trade doesn't ask for it regularly and often, we drift elsewhere to the man who does.

The advertiser is faced by the problem of asking his customers to buy from him, but he also has to consider the most economical way of extending his invitation. He finds the answer to both parts of this problem in the newspaper. No other form of advertising has ever been discovered which will carry his message so effectively for so little cost.

© Charles B. Roth.

"REAL WAR" NOT STARTED, SCHOOL STUDENTS TOLD

"The real war has not yet started," E. C. Ramsey, world traveler and lecturer told students of Mt. Joy High school in a foreign affairs institute Tuesday morning. Ramsey recently returned from Europe where he served as a war correspondent in Italy, France and England.

In answer to a student's question "Will America Get Into the War?" Ramsey answered, "We Are Already In It."

Ramsey described in detail the workings of youth organizations in the totalitarian countries, saying children are taught from the start that human life is cheap and that the state is all-important.

Later Ramsey addressed the local Rotary Club, telling about his experiences.

LOCAL YOUTH MEMBER OF NAVY A BAND

Russell Sumpman, Jr. of the U. S. Navy School of Music at Washington, spent the week-end with his parents, Mr. and Mrs. Russell Sumpman on Mt. Joy Street. Russell has been selected as a member of the A band, substituting for the regular Navy Band, which is now on tour. The A band will broadcast a program every Thursday at 12:15 P. M.

Mr. and Mrs. J. G. Longenecker, Miss Mary Louise Longenecker and Mrs. C. O. Brandt spent Saturday at State College where they visited Miss Elsie May Longenecker.

Britain will buy 25,500 tons of the next Australian dried fruit crop.

Religious News In This Community

NEWS PERTAINING TO ALL THE CHURCHES IN MT. JOY AND THE ENTIRE SURROUNDING COMMUNITY.

Kraybill's Mennonite Church
9:00, Sunday School.
10:00 Sermon.

Donegal Presbyterian Church
Rev. C. B. Segelken, D.D., Pastor
Church School, 9:30.

Mount Joy Mennonite Church
8:30 Sunday School.
Friday eve.
7:15 S. S. workers meeting and Bible study.

Reformed Mennonite Church, Landisville, Pa.
Sunday, Oct. 13
Services at 10:00 A. M.

St. Elizabeth Mission Elizabethtown, Pa.
Rev. Wm. J. Watts, Pastor
Sunday, October 13th—
21st Sunday After Trinity
7:00 P. M., Even Song and Instruction.

Salunga Methodist Church
Rev. W. Frank Carpenter, Minister
9:30 Church School
10:30 Communion
Installation of officers of Women's Society of Christian Service.

Church of God Landisville, Pa.
Rev. Raymond Daihl, Pastor
Church School 9:15 A. M.
Morning Service 10:30 A. M.
C. E. Societies 6:45 P. M.
No Church Services, July 21-28.

St. Mary's Catholic Church Mount Joy
Father Phillip Gergen, Pastor
Mass every Sunday morning at 10:00 a. m.
Evening devotions are held the second and fourth Sundays of each month at 7:30 p. m.

Church of God
Rev. G. F. Broske, Pastor
Sunday School at 9:30.
Morning Worship at 10:30.
Evening Worship, 7:30 p. m.
Prayer Service Wednesday evening at 7:30 p. m.

Florin U. B. Church
Rev. I. W. Funk, Pastor
9:30 a. m. Sunday School.
10:30 a. m., Morning Worship.
5:30 p. m., Junior Christian Endeavor.
6:30 p. m., Intermediate and Senior Societies.
7:15 p. m., Evening Worship, Thursday evening—
7:30 p. m., Prayer Service.

Mount Joy Methodist Church
Rev. W. Frank Carpenter, Minister
9:30, Church School.
7:30 Worship and Sermon
8:30 Official Board
Tuesday
7:00 Senior Choir rehearsal.
Wednesday
6:30 Youth Choir rehearsal

Trinity Lutheran Church
Rev. W. L. Koder, Pastor
Sunday, Oct 13
9:30 a. m., Sunday School.
10:45 A. M. Morning Worship
7:00 P. M. Vesper in charge of Luther League, special service.
Wednesday, Oct 16
Brotherhood to meet in the Sunday School room at 7:30 P. M.
Saturday, Oct 5
9:30 A. M. Children of the Church to meet in the Primary Room.

St. Luke's Episcopal Church
Rev. Wm. J. Watts
Sunday, October 13th—
21st Sunday After Trinity
7:30 A. M., Holy Eucharist. Corporate Communion St. Luke's Guild of Acolytes.
9:15 A. M., Church School.
10:30 A. M., Morning Prayer and Sermon.
7:00 P. M., Y. P. F.
Wednesday, October 16th—
6:30 P. M., Choir Rehearsal.
7:30 P. M., St. Mary's Guild to meet at Church.

First Presbyterian Church
Rev. C. B. Segelken, D. D., Pastor
Church School, 9:30
Rally Day in the Church and Church School.
Morning Worship and Sermon
10:30 Subject: "Why Should I Go to Church?" Sometime before coming to church Sunday read Channing Pollock's article in the October number of the Reader's Digest page 73 entitled "Why I don't Go to

MRS. JNO. E. LONGENECKER HONORED ON 84th BIRTHDAY

Dr. and Mrs. Oliver G. Longenecker, on Marietta Ave., entertained at dinner on Sunday, October 6th, in honor of the Doctor's mother, Mrs. John E. Longenecker, of Longenecker road, who celebrated her eighty-fourth birthday. Mother Longenecker attended Sunday School and church the morning of the anniversary of her natal day and spent the remainder of the day with Dr. and Mrs. Longenecker, where she was most pleasantly surprised when members of her family "dropped in" as dinner guests.

Those present included: Mrs. John E. Longenecker, Dr. and Mrs. O. G. Longenecker, Mrs. Anna Mae Longenecker, Mrs. C. Owen Brandt, Mrs. John G. Longenecker, Miss Mary Louise Longenecker, Mr. and Mrs. John L. Brandt, Mr. and Mrs. Seiler Phillips and son, Owen, and Mrs. Louise Gingrich, a lifelong friend of Mrs. Longenecker's. Despite her age, Mrs. Longenecker spent a most active day and was a most cheerful honor guest. She received a great many congratulatory remembrances.

THESE FOLKS WON

Four more movie goers were "in the money" at the close of the first show at Joy Theatre on Tuesday evening, when, for the fourth consecutive week, twenty-five dollars in cash was given away. This week's winners were: Mrs. Silas Stoner, Marietta Ave., \$10; Miss Irene Gutshall, town, \$5; Lester Hostetter, town, \$5, and Harold Myers, town, \$5.

HISTORIC TOWN PUMP IS NOW PADLOCKED

The historic town pump in the Square at Maytown, which has served families of the community for nearly a century and a half, has gone out of service. After tests of the water gave adverse results, the State Department of Health locked a chain around the pump handle.

LUTHERAN CLAM BAKE

The Ladies Aid Society of Trinity Lutheran Church, will hold a Clam Bake on Wednesday, October 30th at the Church house, from eleven to one o'clock.

Give your order to any class member or phone Mrs. Dan Derr or Mrs. Howard Barnhart.

Mr. and Mrs. John H. Erb, Mount Joy Route 2, announce the birth of a son at their home. Church.
Evening Worship and Sermon at 7:30. Sermon Subject: "Companionships" Special service in behalf of young people.

Zion Lutheran Church Landisville

Rev. Wm. Ziegenfuss, Pastor
Zion Lutheran Church will hold its Sunday Evening Service in the Landisville Fire Hall, October 13, at 7:30 o'clock.
The Sunday School Service will be held in the same place at 9:30 a. m. Supt. Elson Hauenstein will take charge.

St. Mark's United Brethren

Evra H. Ranck, Pastor
Sunday Services:
9:00 a. m. Sunday School
Rally Day Program.
10:15 a. m., Morning Worship.
6:30 p. m., Junior and Intermediate Christian Endeavor meetings.
7:30 p. m., Evening Worship

KING'S DAUGHTERS MET WITH MRS. HARRY LEIB

The King's Daughter Bible Class of the Church of God met recently at the home of Mrs. Harry Leib. Devotions were read and the Lord's Prayer was repeated in unison. The regular business session followed with the class deciding to hold a Halloween party, October 29th, at the home of Mrs. Raymond Cover.

Trinity Evangelical Congregational Church

Rev. Clarence C. Reeder, Minister
Sunday, October 13th—
FALL RALLY DAY
10:00 A. M., Morning Worship.
2:00 P. M., Rally Day Service.
Rev. Russell E. Etter, speaker, pastor of Iona U. B. Church. Special music.
7:30 P. M., Evening Worship.
Monday, October 14th—
Sunday School Board Meeting. Choir.
Tuesday, October 15th—
Y. P. Meeting
Wednesday, October 16th—
Mission Band.
Prayer Meeting.
Thursday, October 17th—
Beacon Class Meeting at the home of Mrs. Berrier.

Landisville Lutherans To Rededicate

Zion Evangelical Lutheran Church, Landisville, will hold its Re-dedication Service, Sunday, October 20, 1940, at 10:30 a. m. Zion Lutheran Church was damaged by fire early Sunday morning, April 14, 1940. Since that time, the congregation has held its morning services in the Landisville Fire Hall, the evening services in the Bethel Church of God. Meanwhile the church building was being rebuilt inside, being changed from the auditorium style to the traditional Lutheran style. The Rev. Ellersie A. Lebo, Pastor of St. Paul's Lutheran Church, Millersville, Pa., is the architect. He is a member of the Committee on Church Architecture of the United Lutheran Church in America.

The Auditorium has been completely renovated, a new heating plant installed, and the exterior of the church repainted. The Sunday School basement, which had only been renovated before the fire, escaped ruining damage, and has restored. The Building Committee of the Church is Mr. George Shenck, Chairman; Mr. Henry Koser, and Mr. Albert Steiner. The Program Committee for the Re-dedication Services is Mr. Charles Habecker, Mrs. Evelyn Brandt, and Miss Ruth Hoffman. They have arranged for these special occasions:

Community Night

Thursday, October 17, at 7:30 p. m.—At this time the ministers of the Community will bring their greetings to Zion Congregation. Scheduled are the following: Rev. A. E. Cooper, Landisville, the organizer and later a pastor of Zion Lutheran Church, Landisville; the Rev. W. Frank Carpenter, Pastor of the Salunga Methodist Church; the Rev. Raymond H. Daihl, Pastor of the Bethel Church of God, Landisville; and the Rev. Dr. J. C. Nicholas, Landisville. There will be given special music by the Choir and individuals to be named.

Young People's Service

Friday, October 18 at 7:30 p. m. At this time there will be a short song service of gospel hymns preceding the devotional period. Several young people will have charge of the program. The speaker for the evening will be the Rev. James Wagner, Pastor of St. Peter's Evangelical and Reformed Church, Lancaster, Pa. Music will be given by the Choir.

Re-dedication Service

Sunday, October 20, at 10:30 a. m. At this time the Re-dedication Service will be in charge of the Pastor, the Rev. William L. Ziegenfuss, Landisville. Assisting him in the Regular Service will be the Rev. A. E. Cooper, and the Rev. J. C. Nicholas, D. D. The Sermon will be preached by the Rev. Hugh E. Yost, Pastor of St. John's Lutheran Church, Steelton, Pa., and the Convener of the Harrisburg District of the Central Pennsylvania Synod, of the U.L.C.A. in America. The Choir will render special anthems for this occasion.

As Zion Church anticipates this time of rejoicing and re-dedication, it extends to its many friends, far and near, the cordial invitation to worship and rejoice with her, in the aforementioned services.

Games were played after which dainty refreshments were served to the following: Mrs. G. F. Broske, Mrs. Harvey Dillman, Mrs. Mae Cover, Mrs. Eli Smeltzer, Mrs. John Sprout, Mrs. John Barnhart, Mrs. Garth Snyder, Mrs. Monroe Lindemuth, Mrs. Alvin Sides, Mrs. Samuel Geib, Mrs. Lizzie Wintermeyer, Mrs. Roy Hoffman, Mrs. Christ Charles, Blanch Parson, Miss Wilma Eaton, Mrs. Harry Leib and Anna M. Hoffer.

A guest at the meeting was Mrs. Claybaugh, from Altoona.

The Cincinnati Nationals won the World's Series Tuesday defeating the Detroit Americans in the fourth and final game.

Patronize Bulletin Advertisers.

What Advertising Does . . .

When someone starts advertising,
Someone starts buying;
When someone starts buying,
Someone starts selling;
When someone starts selling,
Someone starts making;
When someone starts making,
Someone starts working;
When someone starts working,
Someone starts earning;
When someone starts earning,
Someone starts buying;

An endless chain, so to speak, and the merchant who doesn't advertise and advertise regularly is doing nothing if he isn't breaking links in this endless chain.—

? WHICH ?

Does Your Circular Command Attention And Bring Results

Is It Thrown Aside Without Being Read When Received

the power of **ATTRACTION** that's the secret

Everybody notices a Red Dress—it stands out—its different from the others. This same principle applies to circulars.

A Cleverly Designed Circular, printed with neat, modern readable type, has the "Red Dress" effect when people see it.

It doesn't cost any more and in many cases Not As Much, to have your printing done in a modern shop with modern type, presses and good mechanics.

Next Time Try **THE BULLETIN** PHONE 41J MOUNT JOY, PA

PUBLIC SA... THUR... 1940, the ur... John W. E... sell at publ... the Mount... Street, Moun... which is er... HALF STO... ING HOUS...



in Mount... has a fro... lumbia Ave... North Barba... which is er... HALF STO... ING HOUS...

At the sa... undersigned... of Emma E... sell

A certain... on which... TWO AND... STORY FR... ING HOUS... means know... Street, Moun... Containing... Street, 55 f... tending in... less.

Both of th... parties are... are in a ge... Sale to t... October 31... the Mount... Street, Moun... 7:30 o'clock... conditions v... EDG... WA... JOH... EDG... Emu... C. S. FRAN... Windolph &

Statement... Recen... Statement... agement, e... letin, publi... Pa., for Oc... Jno. E. S... manager at... Known... and other... 1 per cent... of bonds... curties—N...

Sworn to... me this 9th...

My com... 30, 1943...

EXE... Estate of... Mount Joy... Letters T... tate havin... undersign... thereto ar... mediate pa... ing claims... same will... delay for... signed,

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Willis G... Attorney... ADMIN... Estate of... of Rapho... Letters... estate hav... undersign... thereto ar... mediate pa... claims ca... same, will... delay for... signed, res... Pa.

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WANT... films, ser... Waxed f... coupons. Capital... Harrisbu... FOR... rooms, n... new, sid... age, apar... Gabriel... t. I...