

The Mount Joy Bulletin

Jno. E. Schroll, Editor and Publisher

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EDITORIAL

E. Merl Young, whose wife is wearing a \$9,450.00 mink coat, declared at a hearing that he is in debt. Are we surprised?

The PSES reports that there are 482 men and 422 women unemployed in Lancaster County. An industry at Columbia imported 73 men and expects to get 200 additional ere long. To us this don't make sense.

A MATTER OF TASTE

Deplored the number of poor books and magazines published today, we stress our complaint and forget that though the quantity of good reading may not be to our liking, there is a decided improvement in the quality of the good books offered. Though there are more trashy books published today than in our country's history, there are more good books being sold and read than twenty or thirty years ago. Consider the quality of juvenile books, alone.

This improvement holds true in art, music, the theatre, where we may not be producing as much of the good, but we are appreciating it more when it does appear. It seems we are cultivating higher standards of taste.

IT'S OLD STUFF

What is new about the new fad for crew hair cuts? We're doing it since Hector was a pup and looking like some breed of clipped pooch, in the process, no doubt. But since word reaches us that the crew cut is going to be very popular for all ages of males, this summer, we will speak a good word for the short, stubby crop. If we have the degree of heat this summer that we had of cold this winter, the crew hair cut will be mighty comfortable. It may look like nap on a deep piled rug but in hot weather it becomes functional, neat and clean. No heavy, sticky locks away from your heated forehead. What cooling breeze there is can reach your pate and bring some comfort. Away with the pocket combs and hair dressing, let us brew a crew cut in spite of the wails of our womenfolk.

IN THE NAME OF THE WAR

We are not alone in our reaction to the blood-thirsty sounding labels used in connection with military action in Korea. You need not consider yourself overly sensitive or squeamish by objecting to the sound of "meat-grinder tactics" or "Operation Killer". Americans are normally peace-minded people, desirous of maintaining a decent way of life. When war comes they realize what it entails and share the feeling of wishing to defeat the enemy. We would not change the aggressiveness and strategy of our military leaders who are resisting the foe in the campaign. There is nothing pretty about war nor will words paint it so. The object of battle is to cut lines of communication, capture or destroy weapons, demolish industries that are war potentials and put out of action the enemy troops. But in so doing, do we accept the action callously and dispassionately, with no sensitivity to the labelling of such as "meat grinder tactics" and "Operation Killer"?

Be our warriors of the Army, Navy, Marines, Air Corps, they are not glamorizing their job and though they burn, bomb, blast and kill, they are not blood thirsty. War by any name is hell, but it's inescapable duties need not be mentioned in words of calculated cruelty. Do they help the cause?

EVERYBODY'S HEADACHE

A good many people seem to think that most retailers must be having a wonderful, trouble-free time these days. About all they

have to do, the argument runs, is to put bigger and bigger price tags on their merchandise and watch the fat profits roll in like the sea.

Those who really believe that would do well to read the proceedings of retail conventions, and the magazines and house organs which deal with retailers' problems and activities.
The biggest thing retailing has to fear—and this goes for small stores and large, the chains and the independents—is high and rising prices. It's a nightmare to every store. There are two main reasons for this. First, American retailing depends on big turnover, at a small profit on each sale. High prices force families to cut their buying to the limit. People are priced out of the market. So, the retailer, right along with the customer, is directly harmed.
Second, contrary to a widely held misconception, high prices do not mean high profits in most cases. The merchant gets more for his goods—but his cost of buying those goods and paying his overhead has in many cases risen to a greater degree. So it is not uncommon for the store-keeper to find that his net profit is actually less than it was when prices were much lower than now.
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EARS STOPPED UP WITH PORK

Memories are short, and facts and figures are easily forgotten. The chances are that most Americans have only a hazy idea of just how much the cost of their government has risen in the past 10 years. So some figures compiled by the National Small Business Association should come as a high voltage shock.

In 1940, it cost a little more than \$75,000,000 to run the Department of Commerce—in 1950 the bill was \$863,000,000.

In 1949, the Department of the Interior lived on a budget of about \$1,355,000. Last year's bill was close to \$568,500,000.

In 1940, the State Department worried along on less than \$21,000,000. In 1950 it managed to get rid of more than \$361,000,000.

In 1940, the taxpayers supported the Department of Labor to the tune of some \$18,500,000. Last year the assessment was \$257,000,000.

In 1949, it must be remembered, the late President Roosevelt had been in office for two terms, and the government had been greatly expanded. Yet now the cost of running the major departments make the 1940 budgets look like peanuts!

The Evening Outlook, of Santa Monica, California, hit the nail on the head when, after listing these figures, it said: "If the American people have any political intelligence or any sense of their own self-interest, they will demand an end to the colossal extravagance of the Federal government that is threatening to bankrupt this country."

"The demand must grow in volume and insistence until it will finally be heard by those legislators and bureaucrats who hitherto have had their ears stopped up with pork."

AS ONE MOTORIST TO ANOTHER
Scarce few of us who have not been involved, at some time or other, in a motor accident involving another car and finding, to our consternation, that the other driver carried no insurance. Generally your car damage costs are met by that other driver, but many times they are not. In the settling of your just claims, in either case, put you to extra bother and loss of time. It is not a cheerful incident, an accident of this kind, however minor the dents and scratches. The driver who can say, "I am covered. See my agent", saves you worry and the many trips to follow-up. Many states are enforcing compulsory automobile insurance. Upon buying a car license the driver shows an insurance policy which protects anyone to whom he inflicts damage.

There are many forms of this sort of state law. In some states it is either insurance or be able to settle damage claims by depositing security to cover judgments and, unable to furnish either, the driver loses his right to own or drive any type of motor vehicle.

There are 25 states now using some plan for protecting motorists by insurance or ability to pay damage. More states will come to it.

Subscribe for the Bulletin.

HAPPENINGS — of — LONG AGO

20 Years Ago

The property of the Clayton Hoffman Estate was withdrawn at public sale at \$5,600.

Monday night Constable Zerpey had 14 lodgers in the Boro lockup. 16 boys and girls organized a 4-H Garden Club here.

Mr. C. Cover has opened a new garage, the Keystone, in the rear of Albert Strickler's store.

The Martin Fruit Store on East Main street was discontinued.

Bob Terehin, tailor, of E-town, will open a dry cleaning establishment here, in charge of Walter Snyder.

Harry "Cap" Williams as accepted a position as barber at Wm. Conrad's shop.

A. B. Hollinger, 88, of Lincoln was granted a fishing license.

Daniel W. Kramer, baggage master at the P. R. R. station here, is serving his 50th year as an employee of the company.

D. B. Brubaker Dept. Store will discontinue the S&H green stamps, and give its customers lower prices.

20 years ago you could buy a 12 lb. sack of flour for 29c, or 10 lbs. sugar 46c 100 lb. sugar \$4.50; Campbells beans, can 7c, or sugar cured hams for 21c a lb.

Mr. Harry Hersh, Florin, had a cataract removed from his eye at a Philadelphia hospital.

The Thomas E. Stoppard property in Florin was withdrawn at \$2,600.

Wm. Weidman received 50 fish from the state hatchery to be placed in the Florin Water Trough.

Mrs. John Wharwell was removed to the hospital suffering a broken hip.

Messrs. Fred H. Baker, and Peter Bissler were slightly injured, when a tire on the coal truck blew out upsetting the truck.

The first birthday party to be held in the family in 35 yrs. was in honor of the 60th anniversary of Jno. D. Easton.

Lancaster Drum Corps will lead the big Memorial Day parade here.

Manheim opposed daylight saving time this year.

Messrs. Charles Derr and Clayton Drace celebrated their birthday.

The Avertone S. O. S. Musical Coach, under the auspices of the Mount Joy Booster Club will visit here April 6, during Booster Week.

Mrs. Samuel Collins fell and sprained a ligament in her arm.

The Susquehanna River is higher now than it has been since 1923.

Mrs. C. S. Gingrich was hostess to the Ladies Bible Class of the Evangelical Church.

The Little Gem Photo Shop opened for business at 15 Marietta St.

Junior Chamber

(From page 1)
Frank Morton, Nicholas Leitner, Charles Ruhl, J. J. Murray, Hubert L. Rice, James W. Roberts, Kenneth A. Gainer, Frank W. Young, C. Bernard Grissinger, Gerald Hostetter, Ammon R. Hoffer, Jr. and Oliver K. Snyder, Jr.

The purpose of the Junior Chamber of Commerce is to provide the younger business and professional men with a medium for training in citizenship and civic endeavor; to promote the civic, industrial, commercial, and educational activities of the Community; to secure and disseminate accurate information relating thereto; and to promote good will and mutual understanding among its members.

The Junior Chamber of Commerce is not a part of the Chamber of Commerce, although it is usually affiliated with the Chamber and works with them on projects for the good of the community while retaining its individuality.

The extension committee of the Ephrata Junior Chamber of Commerce was instrumental in getting the local group started. All young men are urged to attend next Wednesday evening's meeting and become a part of this new and worthwhile organization.

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Customers' Corner

Do you find that A & P advertisements help you plan your week's shopping?
Do you find them accurate and informative, as they should be?
Do you find them easy to read, as they should be?

If you have any suggestions as to how we can make these ads more interesting and more helpful to you, please let us know. Please write:

CUSTOMER RELATIONS DEPT
A & P Food Stores
420 Lexington Ave.
New York 17, N. Y.

Everybody reads newspapers but NOT everybody reads circular advertising left on their door step.

Patronize Bulletin Advertisers

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Thanks to A&P's policy of taking only a penny off your dollar for profit, you naturally give your budget a break by shopping at your A&P. That's true in one department or throughout the store. For A&P's low prices apply to hundreds of items every day, and advertised prices are guaranteed for a full week, even though market prices go up. What's more, every item is price marked so you can see what grand values you're getting as you shop, and check your purchases with your itemized cash register slip. Stop in and see... today!

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MILD & MELLOW Eight O'Clock 1-lb bag 77c

Welch's Tomato Juice 32c
Realemon Juice UNSWEETENED pint 29c
White Dot Cleanser 2 15-oz cans 23c
3 in 1 Oil 3-oz can 18c
Pabulum 8-oz can 43c
Ritter's Beans TOMATO SAUCE 1-lb can 14c
Lord Mott Beets FRENCH STYLE 25-lb bag 12c
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Daily Growing Mash 25-lb bag \$1.15
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CORNED BEEF CALIFORNIA GRATED 12-oz can 37c

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WHITE HOUSE EVAPORATED MILK 4 tall cans 51c

ANN PAGE MAYONNAISE 8-oz jar 25c PINT 42c QUART 73c

Strawberry Peanut Butter ANN PAGE 12-oz jar 35c

Black Currant Jam CHIVERS 1-lb jar 37c

Red Salmon SUNNY 7 1/2-oz can 46c 16-oz can 71c

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Fresh Tender Green California ASPARAGUS lb 33c
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Florida, Juicy Valencia ORANGES 8-lb bag 49c
ONE PRICE—NONE PRICED HIGHER

Southern New Cabbage NONE PRICED HIGHER lb 5c

Pineapples CUBAN JUMBO large 12c
Pascal Celery FLOR