

— THESE BUSINESS LEADERS —

Make Lancaster Area — The Garden Spot of the World

Modern Style Shop, Headquarters For Advanced Styles In Women's Wearing Apparel

The difference between being smartly dressed and ordinarily attired depends more upon taste than on the amount of money invested. This is true in wearing apparel for all people, but particularly for women and young people.

Taste and exclusiveness in the purchase isn't necessary nearly so much as it must be a part of the store from which the garment is bought. The taste manifested by the management in selecting the stock for their establishment reflects directly on the taste of every person who patronizes this store.

The Modern Style Shop at 103 S. Market St., Elizabethtown - Phone - 7-4007 is favorably known for their low prices and the high quality of the merchandise they handle. This store is the shopping center for women who are pointed to with pride as our section's most fashionable and well dressed women.

The Modern Style Shop and associates are striving to offer their patrons only the best. They are continually on the alert for the best interests of their patrons.

Willis Brenneman & Bro. Superior Painting Service

Painting and decorating all come within the scope of Willis Brenneman and Brother, located at 131 Manor avenue, Millersville. And the cost of their services are not compared with the savings accomplished by the efficient use of paint.

Happiness is the goal of all civilization's endeavor and health is the first essential of happiness in the ultimate where you procure the services of the capable painters, such as Willis Brenneman and Brother, Millersville. You purchase sanitation for

health and comfort, preservation of property, more light for efficiency and beauty for attractiveness, refreshment and harmony in colors.

They perform a worthy duty in the services of humanity, they bring light and cleanliness and they make properties more durable, by creating beauty in our surroundings.

Willis Brenneman & Brother specialize in painting and decorating and in their hands are placed quality materials that have no peer. Call Millersville 8531.

Beautex Plaster Mfg. Company Affords Finest In Plaster Work

The quality of materials is the first essential of every structure. "What is it built of?" should be the first and foremost consideration. The materials built into the structure are there to stay, and plaster is one of the materials that is a source of increasing comfort, satisfaction and economy if wisely chosen.

Have you ever stopped to think that your personality and your efficiency are governed largely by your surroundings? That you sub-consciously acquire a certain attitude and a snappy appearance if your home environments are bright and cheerful? On the other hand if a home is drab, the walls not inviting and attractive, a person without knowing it assumes that sort of an outlook on life.

In this area the name of the Beautex Plaster Mfg. Company of 13th and Buttonwood Streets in Lebanon, Penna., stands out prominently in the affording of quality plaster work. The many homes which they have been

called on to render their class of work broadcasts in a more forceful manner than mere words, the very commendable manner in which the firm performs their task.

We all appreciate that the plastering of the walls of a home or building lends in no small way to the comfort of that structure, besides adding to its beauty.

The Beautex Plaster Mfg. Co. is a firm to confer with ere you set the plans for the new home, or remodel the old one. You will find them possessed of a vast amount of knowledge relative to this work, courteous, accommodating and only too glad to furnish you estimates for this work without obligation on your part.

They have established for themselves a reputation far and wide for the very high-grade of work which they do. They are aggressive citizens, operating an establishment of the high-type. Phone Lebanon 3-0561.

Abe Kahn-Halbreich Corporation A Leading Industry

The United States of America is today the richest, most progressive and greatest nation on the face of the globe. To have achieved such a standing in the world has not been brought about by the possession of any certain commodity or necessity so vital in the existence of the world—no possession of rare metals or precious stones exclusively mined in our country and in demand throughout the two hemispheres. For we produce no necessity here that cannot and is being produced in other countries—neither do we mine any precious metals that are not being mined in other countries today.

Our greatness—our progress and our wealth are all based on our industry both commercial, industrial and agricultural. For in the comparatively short space of years since our country was founded, we have become a nation rich in industry and commerce.

And this greatness, this progress and this wealth has been brought about by that group of fearless pioneers of industry whose far seeing vision has built the large cities of which this country boasts. Our community has just cause to feel proud of its many manufactur-

ers, commercial and industrial firms which the farming element forms the bulwark of our community. And among the most progressive is the Abe Kahn-Halbreich Corp. A firm that brings much wealth to its community and to this entire section—not only physical wealth but community wealth as well. For this well known concern has broadcast the name of our community far and wide in a manner that cannot help but make every inhabitant of this section proud of our section, a place known for its educational institutions, and the honesty and integrity of its citizenship.

They lend their share in no very small measure to keep the wheels of progress turning by employing many of our people in their splendid establishment. After all, employment of our citizenry is truly an essential factor in bringing progress to our community.

They are truly rendering the community a worthy service. They are community builders of the highest type. Men among men. It is to such type of men that America owes its greatness. We are proud to have them with us in this edition.

J. L. Meckley—Plumbing And Heating Expert

Plays important factor in home development

Present day plumbers and heating artisans have probably done more to elevate the standards of living than any other tradesmen serving the public. They have made possible the present-day bathroom, the most used single room in the home. They have reduced housekeeping drudgery to a minimum by placing in the most convenient nook in the kitchen a neat serviceable sink with hot and cold water on tap; replaced the hand pump with an electric pump,

and, possibly of more importance than all is the fact that to the plumber belongs the credit for most of the sanitary appliances so essential to the health and well-being of us Americans.

J. L. Meckley, heating and plumbing experts, located in Elizabethtown at 233 S. Market Street, are authorities on everything pertaining to a modern plumbing and heating system. They make a specialty of repair work, doing all work in a minimum length of time, thereby making the charges for this work reasonable. Phone Elizabethtown 7-1178.

Levi C. Hershey Grocery Headquarters For High Grade Pure Foods

Fancy if you can, a community without a grocery or food stores. Imagine what a plight we would be in if those dispersers of the essentials of life were eliminated from the routine of our every day existence. What a unique condition would face us.

And yet with no fanfare of trumpets and no beating of drums with no spectacular display this matter of fact, unpretentious and commonplace service does out the sugar, the bread, the lemons, oranges, and other necessities that give us abounding health and make for our happiness. The everyday needs of everyday folk mark the limits of his domain.

Teas from far away Chinese gardens, salmon from the waters of the distant Columbia River or Alaskan waters, coffee from Java, figs from Smyra, wheatstuffs and cereals from the Western plains, fruits from California and Florida; meats,

in fact he has gathered from far and near the different things that every housewife uses every day in the year. Your food cupboards, your kitchen, your table, bear mute constant witness to the satisfaction and convenience he affords us.

The Levi C. Hershey Grocery of 554 S. Market St., Elizabethtown, Pa., has served the people of his community for the past thirty-seven years at the same location, and during that period, the business has remained in the same family.

This store is one of those immaculate neatly arranged establishments whose mission is to serve the public with quality foodstuffs at the lowest possible prices. It is here that the fastidious housewife will find the finest grades of well known products which she has been accustomed to use on her table. The manager and his sons are individuals of keen conception and foresight. Phone Elizabethtown 7-1218.

Martin Builders' Center Carries Extensive Stock

As we stand watching the construction of a home in our very neighborhood from the time the foundation is poured until the lawn is graded, we marvel at the efficiency with which the material and supplies are delivered to the home site for use in the construction of the building. Everything ticks with clock-like precision. No costly delays no inconvenience to the foreman or the workmen doing the job.

If we were to ask the superintendent of the job the secret of it all, he would most likely answer the building supply company. The Martin Builders' Centers, located in Elizabethtown at 212 West High Street, is a firm that enjoys a reputation for filling rush orders entrusted to their care at

the proper time.

They carry a complete line of cement, plaster, sheet rock, brick, lime, sewer pipe, rock lath, metal lath, flue lining, insulation, roofing, cinder blocks and water proofing.

While quality products and efficient service are conducive to successful business—low prices also play a most important role. This firm knows this—and for that reason maintains prices on their merchandise that are most reasonable.

Because of their knowledge of the articles they sell—and the experience obtained by years of experience in this business they know where and when to buy. A quick turnover enables them to quote prices on stock that are indeed reasonable. Phone E-town 7-1349.

Good's Meat Market Serving Unusually Fine Meats

If we could suddenly drop ourselves back in this community a hundred and fifty years ago, we would find that one of our greatest inconveniences would come from the absence of the modern butchershop.

Good's Meat Market at 32 North Poplar Street, Elizabethtown, Phone 7-1494, is a true representative of the great advancement in the production and the selling of meats. There is a large variety of meats—prepared and cut in such a way as to give the tenderest and finest flavor. In this modern establishment are up-to-the-minute types of refrigeration equipment that keeps the meats fresh and sweet.

The wide selection of meats here deserves special emphasis. All kinds of meats but the very uncommon kinds are to be found here. This affords an opportunity for an infinite number of delightful dishes for a varied diet. In line with the

policy of service of this firm, all kinds of meat are kept in stock when in season. The staff of salespeople is such that all customers are given instant attention and can be waited on with the utmost dispatch.

This firm always welcomes the opportunity to give suggestions and advice on all kinds of meats to use on different occasions. All these details have established for Paul S. Good a reputation that is indeed enviable. People who are beyond the trading radius, trade here, feeling that they are amply repaid by the service and the quality meats that are of the very best at all times and at prices that are very reasonable.

It is not an easy mark to produce for a trade a selection of meats that will bring the supreme delight to critical appetites, but this meat stands out in this respect. Paul S. Good, the owner is a man with 45 years experience in this class of retail endeavor. He serves the people both in business and out of it.

Black Horse Hotel Serving Fine Meals

Black Horse Hotel, located at 130 S. Market Street, Elizabethtown, indeed has a very enviable reputation for miles around of serving "home cooked" foods, as you yourself would prepare for your own table. It is an establishment that certainly reflects credit on the management.

The kitchen is spotlessly clean and modern equipped with the latest stoves and utensils so that the food prepared shall possess a flavor and taste, to please the appetite of the most exacting patrons.

The freshest and finest of produce, poultry, meats, etc., are purchased daily to insure only the finest and served in an atmosphere of charming refinement and hospitality. It is this sense of responsibility which continually prods them to strive in every way to serve only the best in real home cooked meals.

Entertainment is also featured here—that is attracting many people. Phone Elizabethtown 7-5333.

Zarfoss Hardware Offers Fine Hardware

Few of us appreciate the multitude of demands made daily and weekly on our local hardware dealers. These demands vary from an article so small as a nail or hammer up to large household labor saving devices. And usually when these demands are made they must be not instantly because the average home owner has been schooled that he can readily get any article in the hardware line by merely making his request to his local dealer. This business is one which therefore

supplies the necessities of life. Without it homes would be less attractive, less convenient and comfortable.

They founded the business on service. It has always been their first consideration and they have consistently followed a policy of service during their career in the business world.

Zarfoss Hardware is located at West High and Market Sts. in Elizabethtown, Pa. Phone 7-1261.

A. F. Brandt Renders A Very Vital Service

A. F. Brandt located in Fal-mouth, Pa. Phone E-town 7-2961 operates a business that combines the function of conservation and production. Years ago he saw the possibilities of a firm that would take care of dead animals and convert this waste into feeding products for poultry and hogs. Today both farmer and city folk are mighty glad to have Mr. A. F. Brandt serving them because this disposition of dead animals has solved an unpleasant problem.

When Mr. Brandt receives a

call from a farmer that one of his livestock has died he immediately dispatches a truck to bring the remains to the rendering works. Here the hide is removed and is used in making of leather. The carcass is then dissected and crushed and processed into fats and oils which are used in the soap making industries and many other purposes. The crackling is then made into meal which is used for feeding poultry and hogs.

A. F. Brandt and Son have become well known in the area for the service they perform.

"Reupholstering Of The Better Kind" John S. Pfautz Upholstering

An Upholsterer and Furniture Refinisher located in Elizabethtown, Phone E-town 7-5412, serves the people of this community. Quality work and reasonable prices afforded on this vital factor in every home. Estimates cheerfully furnished. Vast display of patterns make the task of selection an easy matter. Turn that old piece of furniture or suite into practically a new one. All work thoroughly and minutely inspected before delivered. Men employed who are experts in this work.

Mr. John S. Pfautz, the owner and manager, understands furniture from the raw wood and cloth to the finished article.

America occupies the very

commendable position of having more home owners, people who own the home they live in, than any other civilized nation on the face of the globe. In fact, some tell us, more than three nations combined. Home is indeed a happy word, not only because of the associations it brings to mind but, also the indelible happenings that occurred therein, that have molded the future lives of its occupants. Do you remember the furniture of the old homestead? Was it neat and up-to-date or worn and dilapidated? Furniture we all know, is the important item of the home. Even more so than the style of architecture and the material of which it was constructed.

C. H. Garman Welding Shop Operating Efficient Plant

C. H. Garman, Welding Shop, located in Elizabethtown, at Rose & Cherry Alley, is known for many miles around as one of the most progressive, up-to-date institutions rendering a real worth-while service in both electric and oxyacetylene welding. The main reason for this high reputation is that they render a class of work second to none—with no delay in delivery and at prices that are very reasonable.

Realizing that modern equipment is a necessary adjunct to a successful welding business, the owner had installed machinery of the latest and most scientific design. Autoists, manufacturers, farmers, etc., have found that welding makes the broken part stronger than it was originally, with the cost much less than the cost of a new part, and that it can be done in a short space

of time, thereby saving the public considerable delay and inconvenience.

With the latest equipment known to the trade, and with a thorough knowledge gained from many years experience, they are in a position to offer instant efficient service to all, at prices that are right. You will find him thoroughly conversant with every phase of welding.

C. H. Garman, the owner, and his associates are boosters for everything worthwhile, making for community betterment.

The American habit of throwing many articles that are cracked or broken which for a little money can be rebuilt and made as good as new is fast passing away with the settled life of the country and with the advent of the era we predict for this shop a future in business that is fraught with great promise. Phone Elizabethtown 7-4293.

David Hess Music Shop Offers Fine Musical Instruments

Since the beginning of time, man has always been musically inclined in all ages.

As we watch the concert pianist, the violinist or all of the great instrumentalists, we must realize that all of them started their musical careers in their boyhood days.

Today, the opportunity to become great musicians and artists in their field, is offered to all of you by the David Hess Music Shop, located at 106 N. Market Street, in Elizabethtown, Pa. Phone 7-4606.

Here all types of musical instruments and instructions are yours for the mere pleasure or

for the more serious student of music.

This fine store offers you all types of records, classical, semi-classical and others. They offer you every item to be found in the best and most well stocked metropolitan music stores.

The David Hess Music Shop endeavors to offer all the fine musical items that the people of the area demand.

All their items are offered at fair trade prices, prices that are most reasonable.

David Hess Music Shop, at 106 North Market Street, Elizabethtown, Pa. has the finest selections of musical items, and instruments, that are available.

Boyer's Funeral Home Renders A Considerate, Dignified Service

When the grim reaper casts his gloomy shadow over the threshold and removes from our midst some loving member of our family we realize the significance of the word "Death".

In a time like this we are all stricken with grief. We know the multitude of details that must have attention, but somehow we know not just where to start.

Thanks to good fortune, the people throughout the section, have in their midst a mortician, who is more than just an undertaker. An individual that has made a profession of his business. A man who assumes the

correct handling of every incidental detail from the moment he is called until the remains have been properly and reverently interred.

His is a business which few persons are prepared to enter. It is not only knowing the technique of embalming, but he must have the personality and adeptness to handle delicate situations that is required in few professions.

H. William Boyer, 144 East High Street, of Elizabethtown, Phone 7-1380 is well known. Though his services and equipment are of the highest possible type, his prices are very reasonable.

Ginder Cleaners Renders Efficient Service In The Community

Cleaning clothes, old or new, was for many years a dreaded task for both men and women. The fear of shrinking, stretching, fading and blotching always confronted the "home cleaner." But nevertheless pressed and the larger part of the time the outcome was a total failure. There is no logical reason now for such destruction.

Ginder Cleaners, located at 12 E. High St., Elizabethtown, offers a most comprehensive Dry Cleaning and Pressing service. The prices are so reasonable that even the most inexpensive garment is worthy of the best, and their service is efficient and prompt.

To meet the demands of the public, this firm installed the very latest equipment and ma-

chinery in order to enable them to produce the very highest quality of work in the least possible time and with the least possible cost. They are specialists in dry cleaning and pressing men's suits, and cater to feminine wants. No frock is too dainty, no spot is too big. In their modernly equipped plant are workmen skilled in the art of making both women's & men's clothing fresh, restoring the original grace and cut.

This firm is recognized among the leaders in his area in the dry-cleaning business. When they first started business here they saw the possibilities of rendering the community real service and for the past years have had great success in doing so.

Their phone number is Elizabethtown 7-1270.

Grubb & Breneman, Supplies High Grade Of Quality Coal

Also supply the best quality in fuel and feed.

The use of coal does not seem to be known to the ancients, nor is it known at what time it began to be used for fuel. Some credit the ancient Britons with its first use, but at all events to some extent an article of household consumption during the early Anglo-Saxon period as early as 833 A. D. England is credited as being the first country where coal was used to a considerable extent.

Coal is a resource requisite to the functioning of every other industry. The home industry is entirely dependant upon its adequacy. Coal is the basis of organized life. Other raw materials are merely parts of the social fabric incidental to it. Iron for example does not come to the consumer as such, as well as the commodity to be manufactured. Coal therefore in its far reaching consequences has assumed a responsibility equalled by no other substance.

Grubb & Breneman Co. is managed and directed by men who must thoroughly understand the coal business from the mine to the coal bin. They supply the best grades in the shortest space of time and at prices that are indeed reasonable. Their fleet of delivery trucks

manned by courteous drivers place at your command a service that is second to none in this section.

Deep thought and vast experience has enabled them to serve you better, has truly stood them and their patrons in good stead.

The Grubb and Breneman Coal Co., located on W. High St., Elizabethtown is under the capable direction of Messrs Grubb and Breneman. They have been schooled in the principles that a pleased patron is worth an immeasurable quantity of good will. The many friends and patrons of this firm who are loud in their praise for the service rendered is ample proof that they have adhered to their principles very closely. The management are of the highest type and true community servants. They say whenever they serve a customer they make a friend.

Realizing the trend of the times, in heating our homes and industry with fuel oil, Messrs Grubb and Breneman, are speedily converting their equipment, to meet the requirements of their customers, from coal to fuel oil. For the best quality and the highest grade of coal, fuel oil and feed, call Elizabethtown 7-1310.