

# The Mount Joy Bulletin

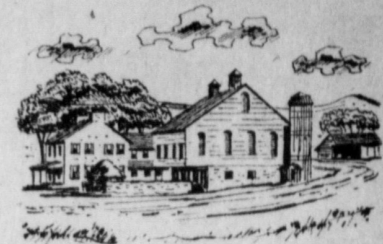
Your Home Newspaper—Serving The Heart Of The Garden Spot

Dedicated To A Better Community

FIFTY-FIFTH YEAR, NO. 33

MOUNT JOY, PA., THURSDAY, FEBRUARY 2, 1956

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## Gerberich-Payne Buys Elizabethtown Plant

### Action Increases As Contestants Vie For Top Places In Subscription Drive

By Royce and Era Croy  
Contest Editors

More general and concerted action has taken place during the past few days in the big "Everybody Wins" prize subscription contest than any other time since the race began.

And, with honors almost equally divided between several contestants for leadership in the race the "battle royal" now in evidence is attracting area-wide attention.

Hundreds of thousands of votes were cast by the various contestants. First one, then another would hold sway for supremacy, battles were fought, won and lost, and the race waxed fast and furious.

So closely arrayed are present leaders, in fact, it depends largely upon individual efforts of contestants and unstinted support of loyal friends during the balance of this week—while the MAXIMUM number of votes are issued on subscriptions—as to who will ultimately be the winner of the grand prizes.

The crucial test is now at hand for potential grand prize winners! And this Saturday might well, to a considerable extent, tell the story. The matter of success lies entirely in the hands of contestants themselves. We can help you only by telling you how.

Now is the time, unquestionably to secure an unsurmountable reserve vote; now is the time to make reasonably certain of the prize you most desire.

Not to do so means that you will have to redouble your efforts during the remainder of the race to make up for lost opportunity. Just a good bunch of "full limit" subscriptions NOW might be the very ones needed to "clinch" that beautiful new Chevrolet worth exactly \$2,450.00 grand capital prize; they could hardly bid but win one of the other major prizes of big bonus awards.

Enter Personal Pride

The striking feature of the past few days is the personal pride that is becoming so noticeable. One contestant declared that to accept defeat would be a lasting disappointment and she doesn't want that to happen to her. Another says he owes it to his friends who have responded so promptly and wholeheartedly thus far to put forth his best efforts here after and to call upon every resource from now on until the finish—just three weeks from this Saturday at 11 o'clock—so that everything possible will have been done, AND NOTHING LEFT UNDONE, to better his chance to win.

Shielding lustre on the sectional spirit that is manifesting itself, this mighty factor is the bulwark behind the various contenders for high honors and attendant awards.

In short, each section represents (Turn to page 7)

### Two Supervised Playgrounds Are Planned Here

Mount Joy will have two supervised playgrounds this summer. The decision was made at a meeting of the Youth Activity Committee of the Social Welfare Association Wednesday night. Formerly, the supervised playground was held at the borough park under the direction of three directors.

This year the borough park will again be used as one playground and the elementary school grounds will be used as the second. This move was made by the group to accommodate the children who have to cross the main street in order to get to the playground.

John Day and Marshall Gemberling have been named co-supervisors for the two playgrounds. The playgrounds will be in operation eight weeks beginning June 25 and closing on August 17. A five-day week has been planned for the program.

Applications To Be Received By Group

Written applications will be received on or before Feb. 10 for assistant playground supervisors for the summer program. This position is open to women who have had two years of training in health and physical education or a certificate of qualification from the county supervisor of schools.

The applicants should live in Mount Joy or in the immediate vicinity. Two persons will be selected for the positions; one for each playground.

Applicants may write their letters to the Youth Activity Committee of the Social Welfare Association, Post Office Box 242, Mount Joy.

Full-Time Director Also Discussed

Also discussed at the committee meeting was the possibility of hiring a full-time recreational director for Mount Joy. Memorial (Turn to page 2)



Here's a Mount Joy lad who graduated from Cub Scouts to the Boy Scouts even though he was a patient at Heart Haven, a Lancaster institution for the care of rheumatic fever and rheumatic heart disease. Here is shown Harold Etsell (right) scoutmaster of Boy Scout Troop 39, as he adjusted a Scout neckerchief for Gerald Wayne Alleman, 11-year-old Mount Joy youth who is a patient at Heart Haven, 509 N. Duke St., Lancaster. Gerald, or Jerry as he is known, graduated from Cub Pack 136 of Mount Joy to Boy Scout Troop 39 in the ceremony. Also participating in the ceremony was Cubmaster Ralph R'ce. (second from left) Looking on are Mrs. Lloyd E. Hawk, (left) director of Heart Haven; twin brothers of the new Boy Scout, Ronald and Donald Alleman, former Heart Haven patients, and Mr. and Mrs. Ralph C. Alleman, 345 W. Donagel St., Mount Joy, parents of Gerald.

## Low Bids For Mount Joy Sewer Lines Total \$850,000; Plant Bids Feb. 28

### Vote Purchase Of Ambulance For Community

To replace the present community ambulance, the ambulance committee composed of members of the Friendship Fire Company and Auxiliary met Tuesday night and voted to purchase a new Cadillac ambulance.

Saturday, March 3, a Cadillac ambulance, similar to the one which will be purchased, will be on display for the residents to inspect. The following Monday, a solicitation will begin in the borough for the purchase of the new vehicle.

### K. T. Keller Not To Seek Re-Election

K. T. Keller, board chairman of Chrysler Corporation, announced last Thursday that he will not seek re-election to that office at the next directors' meeting April 17.

Mr. Keller was seventy last November 27 and has held the chairmanship since 1950 when he relinquished the presidency in favor of Lester L. Colbert. He announced that he will continue in a consultative capacity.

Mr. Keller, who was born in Mount Joy and completed his schooling in the local schools began his automotive career in 1910 as an inspector in a plant making automobile axles. Mr. and Mrs. Keller, the former Adelaide Taylor of Wilkesburg, are the parents of two sons, Robert and Richard.

### Maytown Bank Transfer Is Completed

The officers of the Union National Mount Joy Bank announced that in addition to being granted permission by the Comptroller of the Currency to purchase the assets of the Maytown National Bank in December, they also received permission last week to operate an office in Maytown in the present bank building.

The actual transfer took place Wednesday, Feb. 1, 6:00 p. m. The new office opened for business today, Thursday, Feb. 2nd, 8:00 a. m. It is under the supervision of John H. Hoffman, Jr. and Gerald Lindemuth, present employees of the bank.

In addition to the facilities offered by the Maytown National Bank, the new office will offer increased loan advantages including personal and installment loans and complete trust facilities.

The combined assets of the two banks is approximately \$7,500,000.00 which does not include trust funds amounting to \$1,650,000.00 and corporate trusteeships of \$500,000.00.

Laying of Mount Joy's sewer lines will cost in the neighborhood of \$850,000 if the Borough Authority awards contracts on the basis of lowest bids opened on Tuesday night at the fire house.

Sixteen companies submitted bids concerning various phases of the proposed installation.

Bids for Schedule I, laying of lines north of the Pennsylvania railroad, were as follows:

- Andrew R. Palombo, Pittsburgh, \$497,954.30; D. & C. Spinoza Company, Allentown, \$559,870.75; C. & T. Affiliates, Inc., Colingswood, N. J., \$567,467.15; Kirk Construction Co., Lemoyne, \$583,856.57; James Julian, Inc., Elsmere, Del., \$608,976.40; Basore Construction Co., Harrisburg, \$612,533.11; G. H. D. Construction Co., Bloomfield, N. J., \$632,455.70; Globe Construction Co., Upper Darby, \$757,463.50; A. Shuttle & Co., Inc., Dresher, \$771,719.70.

Bids for Schedule II, laying lines south of the Pennsylvania Railroad, were:

- C. & T. Affiliates, Inc., \$327,245.30; Johnson Bros., Shippensburg, \$352,519.30; D. and C. Spinoza Co., \$358,246.75; Lehigh Foundations, Inc., Dresher, \$366,330.64; Globe Construction Co., \$373,507.50; Kirk Construction Co., \$385,231.01; Basore Construction Co., \$386,541.65; Alcone Utilities Inc., Verona N. J., \$390,798.45; James Julian, Inc., \$405,679.56; G. & P. Construction Co., Pittsburgh, \$415,449.80; G. H. D. Construction Co., \$430,561.50.

Bids for Schedule III, repaving of trenches, were:

- E. R. Krider & Son, Manheim, \$25,720; Basore Construction Co., \$30,900; J. Miller Eshleman, Landisville, \$33,200; D. M. Stoltzfus, Talmage, \$38,200; James Julian, Inc., \$46,600; G. H. D. Construction Co., \$57,600.

Action on the bids must be taken within 30 days.

Bids for the sewage treatment plant are scheduled to be opened on Feb. 28.

AWARDED GOLD BADGE

Sally Ulrich was voted to wear the gold badge of the local elementary school safety patrol for the week Sally was named because she helped a small boy who had fallen.

### Mount Joy Boy, Heart Patient, Becomes Scout

Jerry Alleman, 11-year-old son of Mr. and Mrs. Ralph C. Alleman, 345 W. Donagel St., Mount Joy isn't the sort of boy who will let a trip to the hospital interfere with his scouting activities. Jerry, despite the fact that he is a patient at Heart Haven, in Lancaster, has advanced from Cub Scout status to that of Boy Scout.

The transition was accomplished in a ceremony held at Heart Haven, 509 N. Duke St., Lancaster, with his scout leaders making a special trip to the institution to perform the ceremony.

Jerry's full name is Gerald Wayne Alleman and he has been a patient at Heart Haven since October 12. And when it appeared that Jerry would remain for a time at the Lancaster institution, which is a home for the care of youngsters with rheumatic fever and rheumatic heart disease, arrangements were made to hold the advancement ceremony at Heart Haven.

So it was, the other night that Jerry graduated from the Cubs to the Boy Scouts. Watching the ceremony were Jerry's fellow patients, his dad and mother, his twin brothers, Ronald and Donald, both of whom also were patients at Heart Haven some years ago.

The short, simple ceremony was conducted by Ralph Rice, cubmaster of CubPack 136, to which Jerry belonged, and Harold Etsell, Scoutmaster of Troop 39, of which he is now a member. Eddie Flory, den chief of the Pack, who had planned to attend, was himself in the hospital and unable to attend.

Jerry received his neckerchief, signifying him as a Boy Scout, and best wishes from his Pack. Welcomed into the Scout troop by Etsell, Jerry repeated the Scout Oath and received a testament, U. S. flag and Scout handbook, which he will be studying for the next few weeks at Heart Haven.

Jerry was told that the theme of the Scout program is "Onward for God and My Country," and that reverence and loyalty are important parts of a Scout's life. Jerry plans to work on his tenderfoot requirements at Heart Haven where he is receiving treatment for rheumatic fever. Etsell will visit him from time to time to see how he is doing on his Scout work.

Jerry was a member of Cub Pack 136 for about a year. He was about ready to begin his scout work when he became ill. Now that he is a member of a troop, he has an added incentive for wanting to go home soon. He is a sixth grade student at the Mount Joy Elementary school and has been continuing his education while a patient at Heart Haven where Mrs. Hawk and the nurses sometimes have to prod him into doing his homework, just as his mother might, if he were at home.

One of the five children of the Allemans, he collects napkins as a hobby and has about 600 of them some from foreign countries and others collected at birthday parties.

His twin brothers, who will be eight next month, are hoping to follow in their big brother's footsteps and join Cub Pack 136 next April. A sister, Patricia, ten, is a Brownie but another sister, four-year-old Bonita, is still too young to be thinking about joining the Girl Scouts.

Heart Haven, which has cared for some patients since 1950, is conducting a fund-raising campaign. (Turn to page 5)

### Purchase Will Increase Production Capacity By 300,000 Pairs Annually

Another milestone in the growth of Mount Joy's largest industry was reached this week with the purchase by Gerberich-Payne Shoe Company of the Lancaster Shoe Company of Elizabethtown.

The transaction was completed on Tuesday. Gerberich-Payne will take over the Elizabethtown operation on Mar. 1. "Acquisition of the Lancaster Shoe Company property not only gives us additional production facilities long needed to meet the demand for our products but also makes available to us a large number of skilled workers," stated Clyde E. Gerberich.

Gerberich-Payne has 300 employees in Mount Joy. There are approximately 200 at the Elizabethtown plant. In a statement posted at the Lancaster Shoe Company, Frank N. Payne, president, said:

"The management of the company is pleased to announce that the Gerberich-Payne Shoe Company will take over this plant and equipment on Mar. 1, 1956.

"Production will not be interrupted and fine shoemaking will be continued. "The management feels the opportunity for steady employment is greatly improved."

Production Increase Expected

Now producing 565,000 pairs of GeePees, Gerberich Boys Shoes and Big Boys shoes, the Mount Joy company with the acquisition of the Elizabethtown company will have facilities for another 300,000 pairs a year.

Gerberich-Payne shoes, recognized among the leaders in the industry, are sold in all the 48 states and Cuba.

Founded in the fall of 1919, by E. S. Gerberich, the Gerberich-Payne Shoe Company is a monument to the opportunities afforded by the American way of life.

Born in East Hanover township Jan. 2, 1870, E. S. Gerberich was orphaned at the age of nine when his father died. His mother was only two. Left in the care of strangers, he learned early that it took a good days work to make a living.

Teacher at Twenty-One

After several years, he went

to live with his sister, Mrs. William Hemperly, who encouraged him to obtain a country school education, after which he became a teacher at the age of 17. In the spring, after school terms, he took short normal courses at Lebanon Valley College, and at 21 was one of nine applicants for a permanent teachers' certificate which he obtained, leading the class.

On Dec. 18, 1890, he married Mary Elizabeth Early, who is still living in Harrisburg.

After teaching for six years, E. S. Gerberich decided to enter business and accepted a position as traveling salesman for the J. Landis Shoe Co., of Palmyra. He traveled for them for five years, doing also small jobbing business at his home, which led him to decide it was better to be in business for himself than working for others.

Owned Ephrata Store

He purchased a shoe and hat store at Ephrata, built up the business, sold it and purchased another at Steelton, where he increased the business and erected a building. He sold out and purchased an exclusive shoe store in Trenton, N. J., the second largest in the city.

Long having wished to become a shoe manufacturer, Mr. Gerberich, with A. S. Kreider of Annville and several others, organized the Kreider Shoe Co. and built a factory at Middletown, which he managed successfully. Growth necessitated an addition, and the company was merged with other factories and jobs in which Mr. Kreider, interested Mr. Gerberich, elected to the board of directors and served as secretary of the corporation.

In 1918, he sold his interest in the Kreider company and took a brief rest. But in the fall of 1919, he became active again, organizing with Frank Payne of Harrisburg, his own company, the Gerberich-Payne Shoe Company, building the Mount Joy factory which started to manufacture shoes in October, 1920.

Continuous Growth

It has been a story of continuous growth since. In 1920, there were 29 employees; today there are 300. In 1925 an office building was erected, and in 1928 another wing to the factory.

The second generation became active in the Mount Joy company in 1920, when Clyde E. Gerberich, the eldest son joined the organization.

After graduating from Gettysburg college in 1913, he worked for a time in the several departments of The A. S. Kreider Company. Later he was taken into the office, which he managed until 1920, resigning to come to Mount Joy, where he was elected a member of the board of directors and secretary.

Grant D. Gerberich, the second son, graduated from Mercersburg Academy and Gettysburg College and the Eastman Business College. Having a knowledge of shoemaking, he became connected with the Gerberich-Payne Shoe Company, subsequently being elected to the board of directors, and assisting in the management.

The third generation is now active in the company. Clyde E. Gerberich Jr., son of Clyde E. Gerberich, and Richard Gerberich, son of Grant D. Gerberich, both hold executive positions.

There comes a time in every editor's life when he'd like to crawl into a hole and pull it in after him.

That time came to The Bulletin editor last Wednesday after the week's paper was printed and he was relaxing in an easy chair perusing the week's efforts.

Wow! That's when it hit. Per Corbita Stays at \$10.00. That's the way the headline read. And then down in the story it read that the per capita tax would remain at \$8.

So-o-o! The story had been recored accurately, but the editor had banged out the wrong head.

Mount Joy's per capita tax will remain at \$8 for another year, so don't be alarmed over the headline.

Sorry for the error.

Larmon D. Smith

To Report New Families Who Are to be Visited

Call MJ-3-9763

Contestants Are Hitting Their Stride In

THE BULLETIN

"Everybody Wins"

Subscription Contest

A shining new 1956 Chevrolet four-door sedan, valued altogether at \$2,450.00, to be awarded as grand capital prize to participant in contest obtaining most points on subscriptions to this newspaper. Contestants listed below in numerical order with votes cast for publication up to date:

THESE 6 CONTESTANTS ARE "IN THE PRIZE MONEY"	
James Rutt, 166 New Haven St., Mount Joy	1,148,500
Joe M. Wolgemuth, Jr., R. D. 1, Mount Joy	1,085,500
Earl W. Myers, 206 N. Barbara St., Mount Joy	993,900
Jim Brown, 33 W. Donagel St., Mount Joy	891,000
Joann Brown, 209 E. Main St., Mount Joy	889,050
Bruce C. Myers, 107 W. Main St., Mount Joy	885,000
THESE CONTESTANTS ARE STRIVING FOR "PLACE IN THE MONEY"	
Martha Hess, R. D. 1, Mount Joy	827,650
Kitty Gephart, 123 S. Barbara St., Mount Joy	709,500
David Greer, Maytown	367,000
Charles O. Groff, 32 Old Market St., Mount Joy	342,500
June Way, Salunga	267,800
C. F. Auker, R. D. 2 Mount Joy	258,050
Mrs. Ralph W. Rice, 45 Columb'a Ave., Mount Joy	248,100
Melvin Heffley, Jr., R. D. 1 Mount Joy	118,000

WINNERS NEVER QUIT, QUITTERS NEVER WIN!

The Physician On Call

Sunday

Dr. John Gates