The Bulletin, Mount Joy, Pa. had climbed inside the truck MAGAZINE SALES
Thursday, October 3 10 and wanted only to be friend-

honorable and distinguished ly publication. occupation. The cost of the product was relatively very If you'd like to see the high, and the possession of a Bulletin actually being princoverlid was one of the marks ted, stop in about 3:30 or 4 of distinction of a family. o'clock any Thursday after-

. . . Jay Eicherly is a man who enjcys life, appreciates a With all the stories about good joke and has staunch Christmas in the summer friends. Yet, almost all of for various reasons-the inthose things fell apart-mo-vitation received this week mentarily-one day last wetk, is more timely than it might

It all started some time pre-Halloween announcement ago when he bought for his points out that Santa Claus, business a panel truck which his helpers and animals will had been used as a service be at Santaland, Wanamakvehicle by Simon Nissley, ers, Pa. each Saturday and Jay's friends frequently have Sunday, from now until reminded him of the grim Christmas. part of life for which the truck was once used and kid- ART EXHIBIT AT ded him about spooks, spirits, UNION NATIONAL BANK etc. Apparently he listened The Officers of The Union more than he himself knew. National Mount Joy Bank announce that a public art

One day he had made a exhibit will be held in the delivery to a customer in the bank in November. Cash country. He got back into prizes will be awarded for all the truck. But as he dropped prize winning entries. his elbow down along the Further details will be seat, he felt something mov-announced later. ing, pushing and wiggling. His instant reaction belied his laughing at the jokes about spooks. He jumped from the truck, almost leaving his shoes behind.

"Safely" on the outside, he calmed himself and looked cautiously back inside. There it was-the cutest little puppy dog you ever saw, which

TOP GOAL

We would be remiss to fail to point out that this is National Newspaper Week. About next year we're going at solutions and the place real good, dust down through the middle and invite the general worth of sales. The new school for use. Frank Germer, who was doing substituting school bus driving, noticing school schoo

Many of his coverlids were middle and invite the general Proceeds from the drive ing school bus driving, noticwoven without name or date, public in to see how their will be used for extra-curri-ed the frayed flag and preaccording to the wishes of home town paper is printed. cular activities such as sports, sented a new flag to the

After seeing an American

flag with a "ragged edge"

the customer. Many times the owner's name and some date of his choice were woven into the corner. Locally Bulletin is not as big or as the world Series beschall Springs Read was honored.

Many times town paper is printed. The music and assembly programs school. Students who sold \$10 worth of sales the first day were entitled to watch the arrst game Maurice Bailey, Donegal of the World Series beschall Springs Read was honored.

the base color was usually red but occasionally blue and sometimes green.

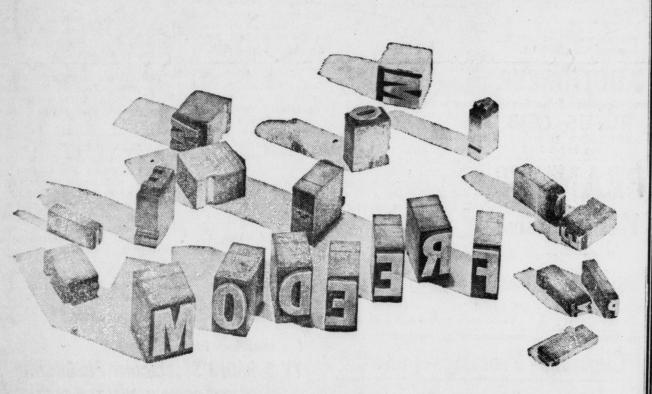
Bulletin is not as big or as pretentious as the Philadelphia Bulletin but probably a lot of people would be surprised and interested to see and interested to see a full length motion picture since the goal was rehonorable and distinguished bulletin is not as big or as titled to watch the first game. Maurice Bailey, Donegar of the World Series baseball on television. Prizes are also given to the high salesman shomerooms. The entire student body is also entitled to see a full length motion picture since the goal was rehonorable and distinguished. tended the dinner.



That's where many of the nice things in life come from, especially when you add our big dividend. Stop in, won't you!

OPEN FRIDAY EVENINGS 'TIL EIGHT CLOSED SATURDAY





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(0)

The word your newspaper sets every time it sets type

Here's that word as it looks to the typesetters. Hold it up before a handy mirror and you'll find it spells FREEDOM.

Every time your local newspaper tells a story or expresses an idea, it spells out this word, FREEDOM. For here in America our newspapers have that rare privilege of freely and openly reporting on the parade of human events. They also have the even rarer privilege of freedom to editorialize on those events. They can scourge the wrong and crusade for the right! They can humble the arrogant and raise the weak! They can kindle the public's ire or allay the public's fears! They can inform! educate! elucidate! entertain! It can be done with scathing irony, with sparkling wit, in stately prose or lilting verse . . . tempered only with responsibility, and flavored with an interest in a better community and a stronger nation.

The only censure of the press in our land is a self-imposed censorship . . . as each newspaper interprets for itself what is in good taste and in the public benefit.

We owe much to our newspapers, large and small, for their part in preserving this freedom of theirs, which is a part of the fundamental American freedom of speech . . . and without which our other freedoms can hardly exist. We proudly take this occasion of National Newspaper Week to salute not only this newspaper but the entire American press.





Farm Show Special—Oct. 9-10-11-12

Our Store Will Be Open Till 10:30 P.M.

FREE — Door Prizes — FREE

1st Prize—\$89 NEW UNIVERSAL JET 99 CLEANER 2nd Prize—\$24.95 "LASKO" POP-UP TOASTER 3rd Prize—\$19.95 STEAM-O-MATIC IRON 4th-5th-6th Prizes—PRIZES FROM THE TOY DEPT.

Come In And Get Your FREE Tickets, No Purchase Necessary For Prizes Drawing Will Be Held At 10 p.m., Sat., Oct. 12-You Need Not Be Present FREE COFFEE FREE COFFEE

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See the ELECTRONIC RANGE in operation SEE-Cup Cakes and Hot Dogs Cooked In Seconds

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1958-TELEVISION See Them Now SPECIAL- BOW TIE ANTENNA FREE

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1958-NEW NECCHI will be demonstrated by MRS. SENSINGER FROM ALLENTOWN

4 DAYS ONLY - 1 CENT SALE ON NECCHI ASK ABOUT OUR ONE CENT SALE

USED SEWING MACHINES as low as \$29.95

LAY-A-WAY TOYS NOW

SEE OUR LARGE CHRISTMAS SELECTION

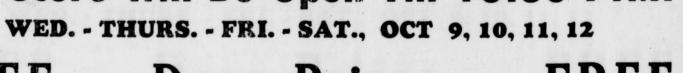
Our Big Sale Starts Wed., Oct. 9th-6 p.m.

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