

"It is the struggle and
not the attainment that
measures character."

THE NEW ERA

RIVERTON :: CINNAMINSON :: PALMYRA

49th Year No. 49

RIVERTON-PALMYRA, N. J. THURSDAY, DECEMBER 29, 1938

PRICE FIVE CENTS



FINE CHRISTMAS PAGEANT HERE

Pupils of Riverton School Give
Program Before Holiday;
Vested Choir Pleases

The auditorium of the Riverton Public School was filled to capacity on Thursday morning of last week, when the pupils presented their annual Christmas entertainment.

The program, which consisted of a number of tableaux depicting the story of Christmas, accompanied by carol singing by a vested choir, was especially well executed and, in the opinion of those present, reflected much credit upon those who participated and the members of the holiday who directed the affair.

Costumes Excellent

The costuming in all the scenes was especially colorful and well designed. The characters portrayed their various parts with professional ease and the interpretations were most vivid.

The tableau showing the carol singers was one of the highlights of the program, since the setting faithfully portrayed this phase of the holiday spirit with all the expression of an old master.

The solo parts for the carols were also well rendered, while the singing of the choir, as a unit, showed the result of careful and skilled supervision.

Santa Appears

At the conclusion of the formal program, Santa Claus, impersonated by a well-known official made his appearance and proceeded to delight the inner man with his distribution of candy which was provided by the

(continued on page 3)

Fire Company Names Officers

The Delaware Fire Company, No. 2 of East Riverton, held their regular meeting last week for the first time in their new fire house.

At the annual election of officers for the ensuing year the following were elected:

President, J. C. Binder; vice president, D. Van Bibber; recording secretary, B. McCurdy; financial secretary, Claude Bell; treasurer, Robert Fichter; fire chief, J. Adams; first assistant chief, B. McCurdy; second assistant chief, Claude Bell; Sergeant at Arms, E. Sotham; trustees for 2 years each—Arthur Stow and D. Van Bibber.

Installation of these new officers will take place at the next regular meeting at which time various committees will be appointed.

Christmas Parties At Cinnaminson

Christmas parties, sponsored by the Parent-Teacher Association, and directed by Mrs. Leslie Reeves, were held in every class room throughout the Cinnaminson School last Friday, and each child present, including a number of visitors, received ice cream, cake and a box of candy. Santa Claus distributed gifts to the children in the lower grades. Appropriate stories were told to different groups of children by Mrs. Conrow, in the auditorium, and there was a very "Christmasy" atmosphere about the entire school.

The covered dish luncheon held in the lunch room that same day by the mothers and teachers was very well attended, fifty-two people being served. Amid Christmas decorations, planned by the committee with Mrs. Reeves as chairman, a very pleasant lunch was enjoyed by all present.

The next regular meeting of the executive board will take place on Wednesday evening, January 4th, at the home of Mrs. Lester Steele.

New Year Greetings



May each day of the New Year bring
a full measure of health, joy
and contentment.

THE NEW ERA, INC.

FIRE DESTROYS PALMYRA HOME

Fire destroyed the small home of Orville Farmer, Jefferson street, west of Market, in Palmyra last week.

Mr. Farmer was working in the yard at the time he discovered the blaze, but so rapid was the spread of the flames that he was unable to enter the structure to save any of his belongings.

The Palmyra Fire Department made a quick response, but the house was a blazing inferno at the time of their arrival and the contents were a total loss.

OFFICE BUILDING PLAN DROPPED

Resolution on Financing Work
Fails to Pass; Adams,
Jones Vote "No"

The proposed addition to the county office building at Mt. Holly appears destined to die in the blueprint stage, since the proposed bond issue to finance the work failed of final passage on Tuesday of this week.

Four votes were required, but only Director Walter D. Lamon and Freeholders Stout and Church decided in the affirmative.

The bonding resolution would have provided \$29,000 for the project.

Jones said he voted against it because he was convinced the "people on the street, the men and women who pay the tax bills opposed the project.

Loses Everything Will You Help?

Orville Farmer is one of the old type colored men who are relics of the past. He was formerly a preacher and then, some time back, got on the W.P.A. He lived with his wife, and a daughter of 19, who is in high school, on Jefferson street, west of Market, Palmyra.

On November 30, he was laid off W.P.A. because he was eligible to Old Age Assistance and, in the meantime he was put on relief. Last Wednesday morning his home was burned down and everything he owned, except the clothes the family had on, was destroyed.

Some of his good friends secured a house for him at Market and Washington streets and he will move in this week. He will need furniture, old rugs or carpets and clothing. Can you help?

The high school gave him some money and have turned over for his help the sum of \$10.60. James T. Weart has donated \$5.00 and Miss Emma E. Reynolds \$15.00. Irving Harker has given a bedstead and Walter Shappel a mattress. Other donations have been made by Mrs. Stavelly and Mrs. Kitchen. Other household goods and clothes will be appreciated.

George N. Wimer,
Palmyra Welfare Director.

MANY BASKETS ARE DISTRIBUTED

Report on Christmas Work Is
Given by Geo. N. Wimer,
Palmyra Director

George N. Wimer, Palmyra Welfare director, has issued the following report in connection with the distribution of Christmas baskets in that community:

"We have tried very hard to give a Christmas dinner to every needy family in the town. If we have failed in any instance, we are sorry. We did our human best.

"We thank all those who cooperated in donations of money, food and practical help. 'We'—the local organizations and individuals who endeavored to prevent duplication of giving.

Contributions

"We are indebted to the following for their particular help:

Camp No. 3, P.O. of A.	\$ 2.00
Compass Club	10.00
Floyd W. Spahr	10.00
Baraca Class, Baptist Sunday School	5.00
Mrs. George Dubell	1.00
Eastern Star	5.00
George C. Frank	1.00
James E. Brown	5.00
John Ward	2.00
William Powers	1.00
Presbyterian Church	5.00
Cash (A.G.G.)	10.00
Wesleyan Class, Epworth	
M. E. Church	10.00
Artisans	5.00
George W. Shaner	5.00
Lincoln Hi-Y	10.00
Total	\$82.00

Other Donations

"Also, H. B. Williams, 1 case, 43 cans of goods; Palmyra Woman's Club, 28 cans of goods; Park McConnell, one bag of onions; Lincoln Hi-Y, 13 cans; Movies, 541 cans, jars and packages; public schools, 132 cans, jars and packages.

"We distributed direct 48 baskets to families, covering 233 persons. We feel that they were greatly appreciated and made many people happy.

"We again thank our people for their support in this worthy project."

George N. Wimer,
Welfare Director, Palmyra

LOSES CONTROL OF CAR ON ROUTE 25

J. F. Proulx, 58 Lansdowne avenue, Lansdowne, Pa., suffered a badly bruised shoulder when the car driven by his wife ran into a guard rail on Route 25, near Lakeview Memorial Park on Tuesday morning of this week.

The crash occurred when Mrs. Proulx lost control of the machine, which was extensively damaged and was later towed to the Bellevue garage.

Chief George Dorworth, of Cinnaminson, investigated the affair.

ASKED TO RECORD NEW BICYCLES

Police officials in Riverton, Palmyra and Cinnaminson urge that all new owners of bicycles register their wheels as soon as possible. This step may aid toward recovering the wheel in case of theft.

Since a considerable number of new bikes have been observed on the streets since Christmas, there are probably a number of which the police have no record.

Forms are provided on which the description can be recorded.

MANY RESIDENCES ARE DECORATED

Elaborate Display Locally Is
Superior to That of
Former Years

A brilliant array of decorations that excelled that of other years burst forth into a blaze of color Christmas eve as residents in Riverton, Palmyra and Cinnaminson employed thousands of light bulbs and vast quantities of greenery to deck their houses for the holidays.

Practically every home had some form of illuminated decoration, this ranging from a single candle or wreath to those where the entire home and even the grounds were illuminated.

Special Mention

As in former years, a description of the more ornately attired properties was well done, but because he felt the bridge was far too big for the location. This job cost \$5,044.17.

Mr. Adams objected to the amount spent on the Columbus-Hedding road bridge, not because the work was well done, but because he felt the bridge was far too big for the location. This job cost \$5,044.17.

Mr. Church defended his action by stating that the stream accommodated a tremendous amount of water during heavy rains and also

OVERSPENT OR NOT THAT IS QUESTION

Condition of County Road
Department Is Doubtful
In Long Discussion

The question of overexpenditure in the county highway department came up for another lengthy discussion at the meeting of the Board of Freeholders held two days before Christmas.

Freeholder Palmer L. Adams stated that he failed to see how the department could pay all the bills and stay within the appropriation. Freeholder Charles R. Stout, director of the road division, insisted that his department was not over-spent and that all accounts could be paid.

McFarland Confirms

Louis A. McFarland, Stout's right hand man, agreed with his chief and offered to bring his head bookkeeper to the meeting in order to prove his statements.

The situation failed to be clarified, since neither party to the discussion would agree to anything that the other said.

The question of over-expenditure, therefore, must be held in abeyance until all returns are in.

Freeholder Albert C. Jones, director of finance, stated that he had received no detailed report from any of the departments, with the exception of a verbal one from Mr. Adams.

These reports had been promised at the previous meeting.

CHURCH SUBMITS BRIDGE REPORT

Director of County Department
Shows Expenditures
Caused by Storms

At the meeting of the Burlington County Board of Freeholders held last Friday afternoon, LeRoy Church, head of the bridge department submitted a detailed report showing the expenditures because of damage caused by the severe storms last summer.

The document, which was read by Mr. Church, came in for rather extensive criticism on the part of Freeholders Albert C. Jones and Palmer L. Adams.

Rightly Named

Mr. Jones facetiously called attention to a typographical error in respect to one item which read "Gold Coast-Bordentown bridge," which cost the sum of \$5,563.89. The proper designation, of course, should have been "Golf Course," but Mr. Jones said he felt the mistake really expressed the true situation since, from the amount the work cost a certain amount of gold must have been used.

Mr. Adams objected to the amount spent on the Columbus-Hedding road bridge, not because the work was well done, but because he felt the bridge was far too big for the location. This job cost \$5,044.17.

He further remarked that the piers were heavy enough to support the Delanco-Riverside span.

Mr. Church defended his action by stating that the stream accommodated a tremendous amount of water during heavy rains and also

(continued on page 2)

Board Presents Gift To Lamon

The Christmas spirit prevailed, at least temporarily, last week at the meeting of the Burlington County Freeholders, when Albert C. Jones, board member, presented Director Walter D. Lamon with a gift from his fellow freeholders.

Mr. Jones, in making the presentation, stated that he was sincerely sorry that Mr. Lamon was leaving the board and said that the gift was but a small token in appreciation of the work that the retiring Director had done. In conclusion, Mr. Jones wished Mr. Lamon the greatest success in future endeavors.

In reply, Mr. Lamon stated that he was greatly appreciative for the kind remembrance. He told that it had indeed been a great pleasure to serve as a Freeholder and that, although he would not be a member next year he would always be keenly interested in the affairs of Burlington county and its people. After the presentation, the members settled down to the regular business of the day, the various items of which are presented elsewhere in this issue.

HIGHWAY MENACE TAKEN OFF ROAD

Chief William Gootee, of Riverton, has lifted the license plates from a decrepit car owned by Clement Carney, of Delair, and the machine will remain in custody until necessary repairs have been made.

The auto was found early this week on a local street by Officer John Robinson and towed to the police station. The brakes were practically useless and one headlight did not function. The entire contraption looked like something overdue at the junk yard.

APPRECIATION

I wish to express my sincere appreciation for the splendid cooperation given me, during the pre-holiday rush at the Riverton post office.

The employees and I wish the patrons of our office a Happy New Year.

Mervil E. Haas, Postmaster.

CHURCH SUBMITS BRIDGE REPORT

(continued from page 1)

that he felt that the job, by being done right, would probably last a lifetime.

He said that there was no economy in building a bridge that might wash away again at the first storm.

Report in Full

The complete report of Mr. Church follows:
I submit herewith my report showing expenditures of the Bridge Department due to damages caused by storms which this county suffered between June 27th and September 21st of this year.

General Repairs

The item of general repairs covers filling washouts on culverts and bridges in many cases consisted of the entire roadway being washed away from the culvert and the bridge approach. Due to successive storms following closely upon each other, it was necessary in many cases to return to the same location two or three times and do the same work over again. Also included in this item is the rebuilding of damaged headwalls and sections of stone abutments, as well as a cleaning out filled-up culverts, and the replacement of damaged guard rails.

The list of major construction jobs shown on the schedule attached to this report shows expenditures on those bridges and culverts which were either completely destroyed or damaged to such an extent that major repairs were necessary. It will be noted that culvert E461 shown on the list was uncompleted at the time of preparing this report. It is estimated that \$300.00 will be required to complete this work.

Prior to September 23

I desire to particularly call attention to the fact that this report shows an expenditure of \$29,418.64 prior to September 23rd, 1938. This indicates that this amount of money was of necessity spent from the regular bridge funds for purely emergency work under any emergency funds were made available. Furthermore considering the estimated amount of \$300.00 necessary to complete the work now in progress it is evident that the total cost of this emergency work which, of course could not be anticipated at the time of the preparation of the budget, will exceed \$44,000.00 or more than \$9,000.00 in excess of the amount of emergency funds provided. However this \$9,000.00 has been absorbed by cutting down the payroll and curtailing all work except that absolutely necessary to keep the structures in the proper state of repair. Moreover any funds necessary to finance the WPA program to December 31st will be available.

Respectfully submitted,

LeRoy Church,
Director of Bridges.

Summary

Gen. repairs on culverts and small bridges (Includes filling washouts, rebuilding damaged headwalls and sections of abutments, replacement of guard rails and cleaning out culverts) \$9,081.81
Cost of work where complete or major reconstruction was necessary—

C5-21 Sharps Run Road	\$ 553.78
E2-40 Rising Sun-Georgetown Road	3,916.76
C4-7 Creek Road	1,843.91
E2-15 Mandfield Square-Hedding Road	1,224.16
E2-51 Goli Course-Bordentown	5,563.89
E3-48 Columbus-Hedding Road	5,044.17
P2-39 Crosswicks	10,631.58
E2-50 Bordentown-Georgetown Road	1,171.91
D6-10 Stokes Road near Indian Mills	862.89
E4-57 North Pemberton	2,452.07
C3-20 Woodlane Road	571.50
E4-61 Cornical Corner-Arney's Mount Road, uncompleted 12-14-38	998.91
	\$45,917.44

The British Order of the Bath was instituted by King Henry I. The order required every man to scrub himself thoroughly before receiving the accolade.

PALMYRA WOMAN'S CLUB

Meetings for January are as follows:

January 3, 2:30 p.m.—Business meeting. Speaker, Miss Dorothy N. Morris, "The National Parks in Natural Colors."
January 16, 1:00 p.m.—Charter Luncheon. The speaker will be Dr. D. Montford Melchior, "Current Events." International Relations department program.
Kindly make all reservations for luncheon, which will be held at the Riverton Country Club as soon as possible to Mrs. R. E. Sanford, phone 555-J.

THE PORCH CLUB

Christmas Tea

Nearly two hundred and fifty members and guests attended the Christmas tea that was held on the afternoon of December 20.

Three tableaux were presented with accompaniment of appropriate music and Christmas carols were sung by the juniors.

The interior of the club house was beautifully adorned for the occasion and the tea table was resplendent with gleaming appareances that were displayed to advantage by a decorative setting which was the subject of much admiration on the part of those present.

Next Meeting

The next meeting of the club will be on January 3, at which time Professor Karl Scholz, professor of economics at the University of Pennsylvania will lecture on "Conflicting Forces in Europe and Their Implication to the United States." Professor Scholz talk should be

GOOD-BYE '38

HELLO, '39

OUR BEST WISHES
FOR A HAPPY AND
PROSPEROUS
NEW YEAR
TO ALL OUR FRIENDS

L. L. KEATING

RIVERTON

HAIL 1939

HAPPY NEW YEAR EVERYBODY

and
MANY THANKS for YOUR PATRONAGE DURING 1938

SHULMAN'S

Palmyra's Leading Dept. Store
PALMYRA

especially interesting as his knowledge of the German people enables him to meet the everyday German and, acquire from him the facts and conditions as they really are, and that we are all so vitally interested in.

Professor Scholz' talk should be interesting abroad, studying these conditions and has made an especial study this past summer.

COAL COKE FUEL OIL

R. MALLISTER

Phone, Yard, Nearest You

Camden 522
Merchantville 20
Collingswood 2800

Largest Retail Coal Dealer in South Jersey

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SHULMAN'S

Palmyra's Leading Dept. Store
PALMYRA

den avenue, Riverton.
Miss Richardson was graduated from Wilbur Watts High School here, and Mr. Yerkes was graduated from Palmyra High School and Taylor Business School.
No date has been set for the wedding.

ENGAGED

Mr. and Mrs. W. N. Richardson, of 14 East Broad street, Burlington, announce the engagement of their daughter Miss Irene Richardson, to C. Howard Yerkes, son of Mr. and Mrs. Clarence T. Yerkes, of 202 Linden avenue, Riverton.



Happy New Year, Folks!

and our sincere thanks for all your kindness in the year just past. May 1939 bring you an increased measure of health and prosperity.

LESTER S. FORTNUM

FORD SALES AND SERVICE

115-125 W. Broad St. Palmyra, N. J.

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A VERY HAPPY and PROSPEROUS NEW YEAR

THAT is our sincere wish to our many friends and patrons in these communities.

As the sands of the hour glass pile up, so does our appreciation of your patronage and loyalty increase. . . . May these friendly contacts grow in 1939 and in the years to follow.

CINNAMINSON BANK and TRUST CO.

Riverton, N. J.

A few drops of glycerine added to top-of-the-battle cream will make the cream whip better.

Charlie Chaplin, a native of England, made his motion picture debut in the United States in 1914.



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Riverton, N. J.

FINE CHRISTMAS PAGEANT HERE

(continued from page 1)

Riverton Parent-Teacher Association.
A large Christmas tree, located at the front of the auditorium was attractively decorated for the occasion and was ablaze with scores of lights. The choir robes were kindly loaned by Central Baptist Church, Palmyra and Christ Church, Episcopal, Riverton.

Program
The complete program follows:
Processional—O, Come All Ye Faithful; angels—Gloria in Excelsis Deo; shepherds—Come, All Ye Shepherds; Madonnas—Away in a Manger, Virgin's Cradle Song, O Holy Night, Silent Night; Wise Men—"We Three Kings of Orient Are; King Wenceslas, carol; carol singer—God Rest Ye Merry Gentlemen; Deck the Halls, carol; Recessional, Joy to the World, O Christmas Tree.

Participants
Those who participated in the various tableaux were as follows:
Angels: Lois Burns
Joan DeCoursey
Ruth Miller
Lorraine Davis
Betty King
Jane Watson
Joellyn Van Horn
Jean Swaine
Shepherds: Matthew Graff
Charles Stewart
Edward Weber

Madonnas: Virginia Woodward
St. Anne—Edith Harris
Joseph—Richard Horton
Cherubs—George King
Sidney Ann Myers
Phyllis Swaine

King Wenceslas:
King—Cy Devery
Page—Norman Harris
Poor Man—Kenneth Lippincott
Wise Men:
Rodney Sims
George Steedle
Biddle Altie
Carol Singers:
Matter Carhart
Marjorie Taylor
Susan Daniels
Norman Allen
Leroy Cook
Deck the Halls:
Jane Adams
Mary Lou Bush
Donald Symon

Solo parts in the carols were sung by:
Barbara Berger
Leon Gray
Bebe Carhart
Arthur Hoyt and Lloyd Major,
Russell Farrow and Charles Bishop,
Janette Stanford and Janet Webb sang duets, while the sextette was composed of Marilyn Yost, Doris Jernon, Janette Stanford, Janet Webb, Bebe Carhart and Jane Cook.

FIRE DAMAGES HOUSE IN PARRY
The home of Wilmer Cordery, rear of Haines store, Parry, was damaged to the extent of about \$100 on December 26, when fire, believed to have started by a spark from the chimney, damaged the roof of the structure.
The blaze was quickly brought under control by members of the Parry Volunteer Fire Company, under the direction of Chief Henry Hathaway.

FHA Mortgage Funds
for refinancing or building homes.
RALPH THOMPSON
Pitman National Bank Building
Pitman, N. J.

New Shoes From Old "AMICO"
Electrical Vulcanized Resoling
No Nails
No Stitches
Shoes Shined
UNITY SHOE REBUILDERS
105 W. Broad St. Palmyra

RIVERTON LAUNDRY
Wet wash picked up by our drivers by 2 o'clock Saturday afternoons delivered on or before 8 o'clock Monday mornings.
N. Kornell, Prop.
RIVERTON, NEW JERSEY
Phone, Riverton 972

CHRISTMAS SEAL GOAL NOT REACHED

On November 25th, the opening day of the 1938 Seal Sale, more than three million seals were mailed to residents of the county from the Burlington County Tuberculosis League office.
Many of the recipients have promptly remitted for same, or returned the seals that they were unable to purchase.

Daisy S. Hollingshead, executive secretary, stated that the Association had received to date \$3,800.00, and wishes to thank each and every contributor. "We are very anxious to reach the goal of \$6,000.00 which is needed to finance the extensive program planned for next year" said Mrs. Hollingshead.
It will soon be time for a Seal Sale reminder, and the association will be grateful for contributions before this is necessary.

COMMUNITY CHEST GOES OVER \$5,000

Final Campaign Report Given by Wesley L. Hemphill, Division of Funds

W. L. Hemphill, treasurer, of the Riverton-Cinaminson Community Chest, in a recent report, revealed that total contributions to the Chest this year amounted to \$5,043.45. Since expenses for the campaign amounted to only \$45.00, the total available for distribution is \$4,998.45.

A summary of the distribution of the amount to the various organizations that benefit is as follows:

Distribution	
Total contributions	\$5,043.45
Less Printing & Advertising	45.00
Available for distribution	\$4,998.45
Less designated	

LYNCH'S

Quality Dry Cleaning and Pressing
2640 Federal Building, Camden 519 Market
Bell Phone 2813-1213

JIMMY'S

MODERN BARBER SHOP
A HAIRCUT TO FIT YOUR FEATURES
Our Motto "Courtesy to All"
103 1/2 W. Broad St., Palmyra

10% JANUARY DISCOUNT
ON ALL MERCHANDISE
PAINTS - ENAMELS
GENERAL HOUSEHOLD SUPPLIES
Frank P. Coddington
519 Howard Street Phone 725-J

RIVERTON LAUNDRY
Wet wash picked up by our drivers by 2 o'clock Saturday afternoons delivered on or before 8 o'clock Monday mornings.
N. Kornell, Prop.
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DEER BAGGED BY LOCAL HUNTERS

Among those from this vicinity who reported bagging a deer during the season which closed last week are the following:
Milton Thompson, Riverton, at Johnson Place.
Charles Schaffer, Riverton, at Tabernacle.
Dr. A. P. Lore, Palmyra, at Sandy distributions

241.00
Total for regular distribution \$4,757.45
Welfare 40% \$1,903.78
Gross share \$1,507.98
Less funds paid in advance 395.00
Plus designated distribution \$1,539.98
Visiting Nurse 30% \$1,427.24
Share in regular distribution \$7.50
Plus designated distribution \$1,514.74
Burlington Co. Hospital 20% \$951.49
Share in regular distribution \$47.83
Plus designated distribution \$999.32
Cinaminson Home 10% \$457.74
Share in regular distribution \$73.67
Plus designated distribution \$549.41
Total Funds on Hand December 17, 1938 \$4,603.45

William Reidenbaker, of Fork Landing, at Basking Ridge. George Swain, of Cinaminson, Batsto. Thomas Key, of Palmyra, the Plains. Alex Reidenbaker, of Fork Landing, in the county.	
FREEHOLDERS TO HOLD LAST SESSION FRIDAY The Burlington County Board of Freeholders will hold the last session of a stormy year on Friday afternoon of this week. At this time, an announcement will be made regarding the date for the organization meeting of the new year.	
Sir Richard Steele once took a friend to a tavern, where they dined heartily; then together they wrote an article which the friend had to take out and sell to pay the bill.	
Approximately 6,000,000 state hunting licenses are issued each year in the United States.	

A Very HAPPY NEW YEAR To Everyone!

Many thanks for your kind patronage during 1938, and best wishes for a New Year filled with Health, Happiness and Prosperity.

ADA E. PRICE

INSURANCE - REAL ESTATE
NOTARY PUBLIC
416 Lippincott Avenue RIVERTON, N. J.

1939

TO EVERYONE we extend our cordial greetings and best wishes for a very

Happy New Year

May health, happiness and good fortune attend you and yours throughout the coming year.

FRANK A. SNOVER and JOHN N. SWARTZ

By the appearance of the streets on Tuesday morning, it looked as though most residents were resting up from Christmas in order to be ready for New Year's.



HAPPY NEW YEAR
May your ship come in during 1939
SPINNING WHEEL GIFT SHOP
PALMYRA



AND THANK YOU FOR YOUR PATRONAGE OF OUR SHOP IN THE YEAR PAST

May we count you among our friends always

FRANK LLOYD
General Auto Repairing
BROAD AND FULTON STS.
RIVERTON



TO YOU WE SEND OUR BEST WISHES FOR A HAPPY NEW YEAR AND EXTEND OUR THANKS FOR YOUR PATRONAGE DURING 1938.

E. BEITZ & SONS
QUAKER STORE

115 East Broad Street Palmyra



A
HAPPY NEW YEAR
AND
MANY THANKS
for
your kindnesses in 1938

May we continue to serve you in the year to come, and do our part to make the new year a healthy and happy one. That's the wish of your

BISHOP MILKMAN

BISHOP'S DAIRY—RIVERSIDE, N. J.



HAPPY NEW YEAR
AND
HAPPY MOTORING
IN 1939

RIVERTON ESSO STATION

Main and Howard Sts. Riverton, N. J.

TO
OUR MANY
FRIENDS
HERE
•
A
**HAPPY AND
PROSPEROUS**

NEW YEAR

LOOK FOR OUR
OPENING
ANNOUNCEMENT
IN THIS PAPER
NEXT WEEK

"JACK" DAWLEY
Incorporated
10 BROAD STREET
RIVERTON

CUT HEATING COSTS

A warm, cozy home heated with EVANS PREMIUM COAL is comfortable during cold weather. "It goes farther and heats longer" thereby cutting heating costs. Try a ton today and be convinced of its superiority.

J. T. Evans Co.

RIVERTON 302
FUEL OIL - Genuine Koppers Coke
Lumber - Building Materials
Evans will finance Repairs, Alterations and New Homes on Easy Monthly Payment Plan.
Ask for free information.



from

A. D. P. MOTORS, Inc.

600 BROAD STREET
RIVERTON, N. J.



That is our sincere greeting to us
TO YOU!

We appreciate the many courtesies extended to this office during 1938, and express the desire that they may continue in the years to come.

W. REX McCROSSON, Inc.

REAL ESTATE AND INSURANCE
5 East Broad St., Palmyra



K. of C. League

Palmyra suffered a severe reverse last week when the local pin topplers dropped three games to Moorestown. Mt. Holly A continued in the lead as they won one game from their home town opponents, Mt. Holly B.

High Singles:
Dadino, Palmyra, 202.
O'Brien, Moorestown, 226.
Sherman, Mt. Holly A, 211.
Edinger, Riverside, 221.

The standing—	W	L
Mt. Holly A	23	12
Mt. Holly B	22	14
Palmyra	21	15
Gloucester	18	18
Moorestown	20	16
Haddon Heights	17	19
Riverside	16	20
Camden	9	27

County League

The Coddington Painters and Garden State went along on even terms last week, the former winning three from Medford, while the Staters took a similar number from Kieckhefer.

The Painters lead by one point.

High Singles:
Wallace, Coddington, 224.
King, Coddington, 203.
Fallon, Shorten, 236.
Detwiler, Beverly, 215.
Bentley, Devlin, 215.
Shiemark, Devlin, 210.
Edge, Prudential, 236.
Joyce, Garden State, 243.
Headman, Garden State, 203.

High Three—Wallace, Coddington, 202, 224, 194, total 620.
Fallon, Shorten, 180, 236, 203, total, 619.

The standing—	W	L
Coddington	28	11
Garden State	27	12
Beverly	21	18
Prudential	21	18
Devlin	21	18
Shorten	17	22
Medford	14	24
Kieckhefer	9	33

Turkey Winners

Several local bowlers were the winners of turkeys last week in the various competitions. These were as follows:

Thursday night—Bob Evald.
Friday night—St. Coddington.
Tuesday night—J. Caraccio, Prudential.

Wednesday night—A. R. Mitchell, of Mt. Holly.
The winners of the five dollar awards in the Artisan's' loop were Armstrong and Saltnier.

THINGS TO WATCH FOR

For bicycle riders, sleds with a single ski instead of the pair of steel runners . . . new nickel confection called "Jitterbuds" each package featuring a lesson on jitterbugging . . . Electric cocktail shakers . . .

New office-size print machine for economical duplication of office records, correspondence and records, also makes positive copies of positive photographs . . . Nursery mask for mothers to wear over the face so that babies are not infected by mouth germs . . . Winter overcoats, insulated for cold weather by a cork lining . . . Buckle shoes offering turkeys not only fresh-frozen and plucked, but equipped with stuffing and all the fixings' ready to put in the oven . . . Return of the old fashioned ear-muff for ladies, because of the new up-swept hair—do.

HIGH TAX ON CHRISTMAS TREE

Riverton's 250 Christmas trees this year, in addition to tinsel and electric lights each supported a burden of 31 hidden levies which meted the tax collector a total of \$30.

These taxes are typical of hundreds of hidden levies which decrease consumers' purchasing power, according to the Emergency Consumers Tax Council of New Jersey, which already has 173 local units organized to "combat all unsound taxes that increase living costs."

The Council found that the Riverton's 750 families paid \$375 for their trees, but 19 Federal and 12 state and local levies took more than eight per cent of the purchase price.

New Jersey consumers purchased a total of 238,667 trees this year, mostly fir and spruce. Trees five to six feet tall sold for 25 to 30 cents, while a tree from six to ten feet high cost a dollar or more, according to its symmetry. Large, shapely trees 35 feet high cost as much as \$35.

The Council found that the average New Jersey family bought a tree costing \$15.50. Taxes on such a tree totaled more than 12 cents, making its actual value only \$13.38.

Levied originally on all agencies which handle the trees, the taxes are included in their costs and passed on to the consumer, who ultimately bears the burden of all taxation, the Council asserts. Growers pay four taxes; railroads, ten; wholesalers, eleven and retailers, six, the Council found.

A heavy frost usually does away with the flies and bugs, but up to this time it has unfortunately been unable to do anything about decimating the jitterbugs.

If Mexico is going to go ahead and appropriate our property we might send her the N.L.R.B. to work on.



Country Club Notes

Jamison's team, in a last minute rally, has a good chance to nose out the Lippincott bowlers for the first half championship. The former entry is within one game of the present leaders, but Lippincott's team has finished the first semester while Jamison's men have three games to roll.

These are with the team led by Wilson and, this outfit has been improving steadily. Jamison is the favorite. One point for the present runners-up will insure a tie, while two wins will give them the title.

High Singles—	W	L
Coward, 204.		
Hackett, 204.		
Jackson, 204.		
Elliott, 214.		
Farrell, 226.		
Hagstoz, 220.		
High three—Hagstoz, 191, 200, 220, total, 611.		

The standing—	W	L
Lippincott	25	11
Jamison	24	9
Hendrickson	23	12
Bonsall	19	17
Woods	18	18
Elliott	18	18
Clark	16	20
Smith	14	22
Bartley	14	22
Wilson	14	19
Tyler	18	23
Hemphill	12	24

Senior Guffey's third term pronouncement sounds a little like the SOS call of a stranded sailor who is badly in need of nourishment.

California's state flag, having the figures of a bear, originated in an attempt to set up a republic in 1846.

FIRST ISSUE OF SCHOOL PAPER

Number 1, Volume VIII, of the "Riverton School Observer" made its appearance last week.

The issue, which contains eight pages, is replete with interesting news concerning school activities. It also features a number of special departments, all of which are exceptionally well executed.

Staff

The members of the staff are: Editor, Roy Heisler; associate editor, Edward Goodnow; business managers, K. Davis, E. Metzger; art editors, C. Madison, D. Jernon; joke editor, Laura Yerkes; sports editors, J. Bush, R. Sims. Printers: R. Farrow, G. Steedle. Reporters: W. Biddle, C. Bishop, W. Cook, D. Farrell, K. Farrow, A. Hoyt, S. Latta, F. Meuser, F. Miller, G. Miller, A. Mitchell, J. Moorhouse, J. Pippitt, M. Reynolds, A. Sparks, J. Stanford, G. Steedle, E. Trautman. Faculty advisor, E. M. Rothbart.

HEADLINES

P.W.A. announces that 5,509 projects costing \$1,222,670,000 have been placed under construction in the 1938 work program. Looking over the earnings reports—Higher: Pennsylvania Railroad. Lower: Caterpillar Tractor and Swift Packing. Price reductions ranging from 1 to 10 per cent effected on 1939 farm machinery, exclusive of tractors, by International Harvester and other implement manufacturers. Moving up in the Business World: Arthur B. Newhall, 55 years old, placed in charge of production and sales of The B. F. Goodrich Rubber Company, with title of executive vice-president. Chester Mackay selected as vice-president and controller of Western Union; Joseph L. Egan, ap-

ACTS AS CLERK

Christopher N. Peditto, solicitor of the County Board of Freeholders was assigned a new job last Friday at the regular session of that body. In the absence of the clerk, Charles Miller, Mr. Peditto assumed this post and performed in a most satisfactory manner.

Before he took the office he was given to understand (in a humorous manner) that there would be no additional remuneration attached.

Each of the seven stars of the big dipper surpasses the sun, from 15 to 90 times in luminosity.

Jointed vice-president of Western Union Telegraph Company in charge of public relations . . . Bank deposits insured by the FDIC increase 11.3 per cent. . . Cooperatives located in 39 countries now have a membership of 71,500,000 and do annual world business worth \$20,000,000,000, the Co-Operative League of the U.S.A. estimates on the 94th anniversary of the movement.



JOHN H. ETRIS
17 West Broad St. Palmyra

Open Bowling All Week

HAPPY NEW YEAR EVERYBODY!

OPEN BOWLING ALL DAY
MONDAY, JANUARY 2nd

PALMYRA BOWLING ALLEYS



OUR BEST WISHES

for
**A BRIGHT PROSPEROUS
NEW YEAR**
and our

SINCERE THANKS FOR YOUR VALUED PATRONAGE DURING THE YEAR JUST PAST

PEEL POINDEXTER

TAILOR
RIVERTON, N. J.

THE NEW ERA

Incorporated

Published Every Thursday at 609 Main Street
RIVERTON, N. J.Entered at the Riverton, N. J., Post Office as Second Class Matter
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KARL W. LATCH, Adv. Mgr.
4 Second Street, Riverton
Phone 508

LEGAL ADVERTISEMENTS

The New Era is a Legal Newspaper. Commissioner's, Sheriff's and other Sales, Administrator's and Executor's Advertisements are solicited. The New Era will appreciate being remembered in this connection.

Subscription \$1.50 a Year in Advance
Advertising Rates on Application

PRINTING

The New Era Office is equipped to do all kinds of Fine Printing at reasonable prices.

The New Year

The last day of 1938 will soon be here and we will face another year. The advent of 1939 will be hailed with all the usual fanfare that accompanies the arrival of each January 1. To many people, the passing of the old year marks the closing of a book of unhappy thoughts and experiences, while the coming of the new seems to offer an opportunity for new endeavor with renewed zeal and vigor.

"Off with the old and on with the new" will be on the lips of hundreds of thousands throughout the land and 1939 will be accorded a tumultuous welcome.

The passage of another milestone along the highway of time should, however, prove to be an added incentive to the people of the United States, individually and collectively, to make further progress in overcoming the obstacles which have harassed our well-being.

This is one New Year's resolution that can well be adopted by all, but unlike many of those that are made and soon forgotten, it should be the uppermost thought in our minds during the 365 days of 1939.

"A New Year with New Prosperity" seems to be an appropriate slogan for all of us on January 1.

Organizing For Safety

Organization is the vital element in any accident prevention drive that is to produce results. The history of the industrial safety movement is an inspiring example of what intelligent, consistent organization work can achieve. In twenty-five years, deaths due to accidents in the factories and plants of America have decreased 44 per cent—in spite of the obvious fact that in this period manufacturing methods have become immensely more complicated from a mechanical standpoint. Industry's safety engineers don't guess—they know what hazards exist and how they may eliminate them. They have done an epic work in making the American workman safety conscious.

And organization is precisely as vital to highway safety—our Number 1 unsolved safety problem of today. Organization means increasing, fully-planned work in a dozen different directions. It means an unremitting "gospel of safety" campaign directed straight at every motorist and pedestrian. It means revision of traffic laws, with a view to standardization and elimination of obsolete structures. It means better law enforcement by police and courts. It means education for school students by special, carefully-taught experts. It means stringent drivers' licensing requirements.

A good start has been made, and the safety movement seems now to be pressing ahead fast. Its ultimate success is assured if the people whose lives are literally in the balance, give the little effort that is needed to cooperate. To the Association of Casualty and Surety Executives must go great credit for accident prevention activity in all fields.

What Other Editors Say

If France is headed for fascism, the die is already cast and the time for safeguarding democracy there is irretrievably past.

The lesson for America is plain: "We must protect democracy before it is too late for protection to do any good. And the best safeguard democracy can possibly have is prosperity and social well-being under its rule. Conditions must be such as to promote business recovery, employment and increased buying power."

Economic instability is the prime cause of France's troubles. Economic stability, if we build it up, will prove democracy's tower of strength and America's strongest line of defense against aggression from without, and disintegration from within—Minneapolis Star.

Twenty years have passed since the Kaiser fled Germany laboring under an impression that the war was lost—Detroit News.

Municipal Topics

Industrial Planning

"Every community is large or small in proportion to the earning power of its people. Where the earning power of the people is large, the population tends to increase; where the earnings are small, the population tends to diminish. In other words, people migrate from areas of less to areas of greater economic opportunity.

Henceforth, communities have done little in the way of deliberate and farsighted planning to capitalize their potential industrial advantages as fully as possible, with the result the well-being of the local population, if not its numbers, has fluctuated almost as violently as the profitability of the leading factories of the city.

Vast Field

"Industrial planning attempts to enhance the profitability of the industries of a community, so that the local population may enjoy the highest practicable standard of living. Industrial planning seeks to enhance the competitive position of a city."

A vast field open to municipalities for the advancement of community welfare was thus summarized by Herbert S. Swan, industrial consultant, in a recent address emphasizing it is not enough for a city merely to attract new industries. "There must be intelligent planning," he said, "to encourage diversity of industries."

Should Be Planned

"Few municipalities have paid much consistent and comprehensive attention to increasing the competitive position of their present industries," he continued. "The result is the industrial structure of communities instead of being a matter of design, is almost wholly a matter of pure accident or chance. Rationally planned and developed, the industries of a city should be well diversified so that its economic life possesses stability and balance, so that the age and period of employment cycles of different industries articulate with each other in a manner to give steadily work to a maximum of people in the city all the time."

"Instead of this, as a consequence of no community planning in industrial matters, we find some cities huge workshops making but a single product, and the whole earning and spending power of the city's population fluctuating with the commercial demand for the single product."

As an illustration of cities brought to grief by being too highly specialized in a single industry, the economic ruin that confronted such New England communities as Bedford and Fall River when the cotton textile industry gravitated to the South was cited. The closing of the mills constituting the principal employment of Manchester, New Hampshire, was pointed out as another example.

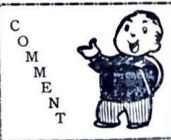
State Problem

The problem, as it relates to New Jersey, does not require legislative action. Two years ago an act was passed permitting any municipality to appoint an industrial commission empowered to develop a program promoting the interests of established manufacturers and other business as well as new industries that might be attracted.

Pateron has such a commission and has accomplished excellent results, one of the achievements being an insurance re-rating of the city with an annual saving of \$15,000 in fire insurance premiums to property owners. Promotion of harmonious relations between employers and employees has been another important accomplishment.

In the case of small communities with a population of 5,000 to 10,000, cooperative programs with neighboring communities are suggested by industrial planning authorities. Municipalities of 25,000 and upward do better, it has been found by developing their own programs. Even a modest endeavor, if well directed, will prove remunerative to the community.

Life insurance actuaries say 100 more than 30 persons out of 1,000 now live to be 100 years old.



BUSINESS

Business is getting up at six to meet a customer at eight who doesn't show up till ten.

Business is pleading with your customer to be patient while you exercise the privilege of being impatient with your subordinates.

Business is driving all day to see a man who is "in conference" when you get there.

Business is reaching for the restaurant check and getting stuck with nine times out of ten.

Business is getting indigestion and liver trouble from entertaining the trade.

Business is borrowing money to pay the tax collector.

Business is pretending that you are prosperous when you haven't made a cent for two years.

Business is showing a prospect how a job should be done and then having him give it to a competitor.

Business is feeling happy about landing a big job on which you will probably lose your shirt.

Business is erecting barriers against salesmen who want to see you and advising your own salesmen how to get through the barriers erected against them.

Business is fun—if you like it—Imperial Magazine.

There is much conjecture at the present time regarding what will happen at the organization meeting of the Burlington County Board of Freeholders on January 2. Rumors are most plentiful, but until the affair actually takes place it is

Health Question: Is there a Preventative for Whooping Cough?

Doc Says:

Effective vaccines which will immunize a child against whooping cough are available.

Whooping cough causes more deaths among children under two years of age than diphtheria, scarlet fever, and measles combined. It is obvious that more wide-spread immunization of children against this disease is necessary to save the lives of many children.

Most physicians favor the immunization of babies against whooping cough when they reach the age of six months. Immunization is also injurious and protects the child against a sickness that exacts a heavy toll of young lives.

This feature is prepared by the Burlington County Medical Society and the Medical Society of New Jersey.

would probably be futile to predict just who will get the use and who will receive appointments.

One of our neighbors says that her little son borrowed his father's rubber stamp and inkpad from the old man's desk and decorated the four walls of the living room. She thinks the youngster is going to grow up to be a New Deal congressman.

An exchange says that a master farmer is one who can pay his taxes without borrowing money. And a plebeian is one who can't pay his taxes without borrowing money. He won't have to pay any taxes at all.

In the good old days the average individual would make a New Year's resolution to try harder for success during the New Year. Now he just goes ahead depending on the government to do the trying for him.

Harold Ickes says he won't run for mayor of Chicago because he can best serve the New Deal by freeing his cabinet post. Well this is a free country and every man has a right to his own opinion.

MONEY-SAVING HINTS ON HOME HEATING

by JOHN BARCLAY, Heating Expert

Use the Right Size of Coal

MANY people are under the impression that there is only one size of anthracite coal. Many others think that it makes no difference what size is used in the furnace. Anthracite coal is prepared and sold in several home sizes. One of these sizes will give best results in your furnace and more useful heat for the least money, or it may be that a combination of sizes will give you better results in your particular heating plant.

Usually the size of coal to be used is determined by the size of the furnace. Firebricks that are 24" or more in diameter and 18" or more in depth, require egg size coal. Those that are 18" to 23" in diameter and 12" to 15" in depth, require stove size coal. Those that are less than 12" in depth usually require chestnut size coal.

The figures noted above are merely recommendations, subject to change by other factors, such as chimney construction, draft conditions and location of the house.

Your coal dealer by inspecting your heating plant will be able to tell you whether or not you are burning the correct size coal. If you feel that you are not getting satisfactory results from your furnace, consult your coal dealer. He will be glad to assist you with your heating problems. (2)

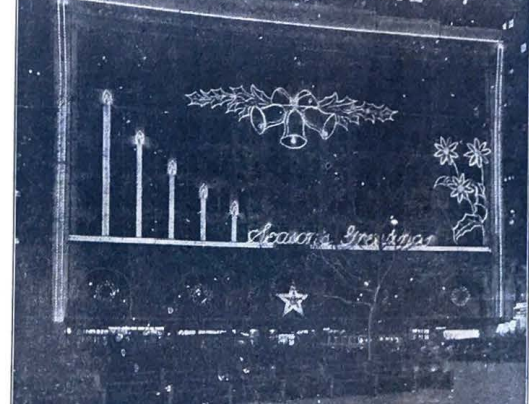
A Very Happy New Year To Everybody!

AND IN WISHING IT WE ALSO ADD OUR THANKS FOR YOUR PATRONAGE IN 1938.
MAY THE NEW YEAR BRING A CONTINUANCE OF OUR FRIENDLY BUSINESS RELATIONS

RIVERTON LAUNDRY

N. KUENSELL

PUBLIC SERVICE



Newark Terminal Building of Public Service in holiday garb.

In Christmas decorations on Public Service commercial office buildings throughout the state there are more than 25,000 vast-colored lights. The Public Service Terminal Building display in Newark is illuminated by more than 1,600 lights in various colors, the display including a huge earland and bell centerpiece studded with lamps. Five candles, ranging from fifty feet in height down to twelve feet, are located to the left of the centerpiece and the "Season's Greetings," in script outlined in red lights, extend across the face of the building at the third floor level. To the right is a poinsettia in lights stretching from the third to the sixth floor. A golden border of lights frames the entire display.

YMCA BRIEFS

Trip to New York

Guy Hendry was one of the party of Y.M.C.A. secretaries to make an inspection tour of the New York World's Fair Grounds, along with the members of the Newark Traffic Club last week.

The secretaries were interested to learn that the Y.M.C.A. building on the Fair Grounds is complete, and awaits only furnishings to make it ready for the opening of the huge exhibition next April.

The Y.M.C.A. building is situated just a few blocks from the Trylon and Perisphere, theme center of the Fair, and is only sixty yards west of the George Washington monument, one of the Fair's most notable structures. Right off the Esplanade, the building will be on the most direct route from the passenger terminals to the exhibit area and will be the central meeting place of thousands.

Guide Service

Especially for out-of-towners will be the Y.M.C.A. Guide Service which will operate both in the city and at the Fair. Several different tours have been worked out to fit the taste of every visitor. These tours will be under the guidance of college graduates who are to be selected because of their personality and powers of narration. They will undergo an extensive course of training to fit them for their work. Tour groups will be limited to twenty-five persons so each visitor can receive personal attention.

Legal Notices

RULE TO BAR CREDITORS

EXECUTORS NOTICE

Estate of RICHARD D. BARCLAY, Deceased.

Notice is hereby given that an order has been made by the Surrogate of the County of Burlington, bearing date the 21st day of November, 1939, upon application of the undersigned, requiring the creditors of the estate of the said deceased, under oath or affirmation, to file and return to the Surrogate of the County of Burlington, on or before the 15th day of December, 1939, a list of their claims against the estate of the said deceased, together with the names and addresses of the persons to whom they are due, and the amount of such claims.

RICHARD D. BARCLAY, Executor.

WALTER S. BARCLAY, Executor.

Proctor, Curry and Parrell

12-1 to 12-29-39

Cinnaminson Bank and Trust Co.
Riverton, N. J.

December 20, 1938.
The Board of Directors this day declared a dividend of 2%, payable January 3, 1939, to stockholders of record December 15, 1938.

Howard B. Conover,
12-29-39. Secretary.

election will be held for directors to serve for the ensuing year and the transaction of such other business as may properly come before the meeting.
Howard B. Conover,
12-29-39 to 1-5-39 Secretary.

COUNTY PAYMENTS
The following departmental bills were recently approved and ordered paid by the Burlington County Board of Freeholders:

NOTICE
Riverton, New Jersey.

The annual meeting of the stockholders of the Cinnaminson Bank and Trust Company will be held at its Banking House, on January 10, 1939, between the hours of 1 and 2 o'clock p.m., when and where an

Highways, \$16,425.05; buildings, \$16,177.27; bridges, \$3,964.65; public affairs, \$30,936.65; revenue and finance, \$193,566.76. (This includes \$17,000 in state taxes). The total amount of the payments was \$261,070.37.

AND SINCERE APPRECIATION FOR YOUR PATRONAGE DURING 1938



MAY WE LOOK FORWARD TO ITS CONTINUANCE IN THE YEAR TO COME?

J. L. LIPPINCOTT CO.

GEORGE F. GINTHER

REALTORS — GENERAL INSURANCE



Williams-Wright Bldg.

Riverton, N. J.

For the One Hundredth and First Year

To those who love beauty in things that grow—the color and fragrance of the Rose—the purity of the Lily—the symmetry of the Palm—we extend our sincere wishes for every Joy and Success in garden labors the coming New Year.

HENRY A. DREER

QUALITY SEEDS, PLANTS AND BULBS

Flowers are the sweetest things that God ever made

Open weekdays from 8 a.m. until 5 p.m. and on Sunday (but not for business) from 1 until 5 p.m.



What—A Winged Gas Man?

Well, maybe not if you pin us down. But he can install Gas Heat in your home in a single day—which is practically flying. The house won't even have a chance to get cold.

Thousands of Gas heating customers in this state provide an enthusiastic chorus of approval. Costs are lower and benefits are greater. Investigate for yourself.

CONSULT YOUR PLUMBER, DEALER, OR EATING CENTER

PUBLIC SERVICE

AS WE WISH YOU A HAPPY HEALTHY and PROSPEROUS NEW YEAR

We also thank you for your considerate patronage during 1938. It has been a privilege and pleasure to serve your auto needs.

May It Continue During 1939!

Moorestown Motor Co., Inc.

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DODGE — PLYMOUTH
RIVERTON, N. J.
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Firestone Tires—Batteries
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the kind you will
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Phone, Riverton 354

H. B. WILLIAMS
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McCall's Patterns — Gifts
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Phone 783

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306 Melrose Avenue, Palmyra
Phone, Riverton 1125

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Phone, Riverside 346
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Riverton 738

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5c AND 10c STORE
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Direct Mail Catalogs, Business
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Insurance Notary Public Real Estate
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GENERAL ELECTRIC
Refrigerator
TAYLOR-MATHERS
Range, Radio, Laundry Equipment
309 E. Broad St. Palmyra
Riverton 718

SHOE REPAIRING
For Better Shoe Repairing Try
N. Beitz
SHOE SERVICE
117 E. Broad Street, Palmyra, N. J.
Phone 1156

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19 W. Broad St. PALMYRA
All Kinds of Orthopedic Shoe Work
Dr. Scholl's Foot Remedies

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Hirshblond's
QUALITY
Shoe Shop
MT. HOLLY, N. J.
FOOTWEAR OF BETTER QUALITY

TAILORS
Peel Pointexter
TAILOR
Cleaning, Pressing, Dyeing
Blue
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J. R. JOHNSON
(Successor to J. L. Yeager)
CLEANER AND DYER
PALMYRA, N. J.
Work Called for and Delivered
Riverton 775

UPHOLSTERING
WILL BOWEN
DECORATOR
Upholstering, Repairing, Redfinishing
Broad and Cinnaminson Sts.
Phone 751 Riverton

BOWKER'S
Tak-About Shop
11 West Broad Street
Palmyra, N. J.

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Tak-About Shop
11 West Broad Street
Palmyra, N. J.

A HAPPY NEW YEAR

AND A
SINCERE WORD OF
THANKS FOR YOUR
FRIENDLY
SUPPORT IN 1938
WE HOPE TO SEE YOU
OFTEN IN THE
NEW YEAR

CHARLES TURNER
AND
FRANK BARONE
509 Howard Street
RIVERTON

Hello
1939
BEST WISHES FOR A
Happy NEW YEAR
To Everybody!
We greatly appreciate your
patronage in '38 and hope to
see you often in 1939.

BROADWAY THEATRE

HAPPY NEW YEAR
from all of us to all of you,
whom it has been our privilege
to serve. May 1939 bring you
Health and Prosperity.

Leslie W. Reeves
GEO. W. ROGERS, Inc.
Realtors — Insurance
529 Cinnaminson Avenue
PALMYRA

HAPPY NEW YEAR EVERYBODY!
to all of you whose patronage
we have enjoyed in 1938—may
success crown your every ef-
fort in 1939.

BOWKER'S
Tak-About Shop
11 West Broad Street
Palmyra, N. J.

CALVARY PRESBYTERIAN
Rev. Charles T. Bates, B.D., Pastor
The following musical selections
will be used at the morning worship
at Calvary church on Sunday, Jan-
uary 1st, "Recess" by Gounod;
"Offertory" by Salome; "Postlude"
by Lemaigre. The choir will sing
"Build Thee More Stately Mansions"
by Lemaigre.
The pastor will bring a message
for the New Year.
There will be no midweek service
on January 4th, but the members of
this congregation are urged to at-
tend the Union Week of Prayer Ser-
vices which will be held in the Meth-
odist Church, Palmyra, on January
4, 5 and 6, at 8 p.m.

The Ladies' Aid Society will hold
its monthly meeting on Wednesday
afternoon, January 4th, at 2:15
o'clock. Miss Mary E. Ewing, mis-
sionary from Mexico, will speak at
the meeting of the Women's Mis-
sionary Society on January 4th, at
1 o'clock. All ladies of the commu-
nity are invited to attend.
Calvary Church extends a welcome
to any in the community, who have
no regular church home here, to en-
ter into the worship and fellowship
of Calvary Church.

CHRISTIAN SCIENCE CHURCH
"God" is the subject of the lesson-
sermon in all Churches of Christ.

Scientist, on Sunday, January 1.
The Golden Text is, "Thus saith
the Lord the King of Israel, and his
redeemer the Lord of hosts: I am
the first, and I am the last, and be-
sides me there is no God." (Isaiah
44:6).
Among the citations which com-
prise the lesson-sermon is the fol-
lowing from the Bible: "Great is our
Lord, and of great power: his under-
standing is infinite." (Psalms 147:5).
The lesson-sermon also includes
the following passage from the Chris-
tian Science textbook, "Science and
Health with key to the Scriptures"
by Mary Baker Eddy: "As there is
but one God, there can be but one
divine Principle of all science; and
there must be fixed rules for the
demonstration of this divine Prin-
ciple" (p. 112).

ABOUT THE COUNTY

Mrs. Milton Chambers, of Mount
Holly has attended the First Metho-
dist Sunday School for 28 years
without missing a single Sunday.
The December term of court in
Burlington county was opened on
Tuesday of this week by Supreme
Court Justice Joseph B. Penick,
sitting at Mount Holly.

IT'S
TIME AGAIN
TO WISH
EVERYBODY
A VERY
HAPPY
NEW YEAR

Your patronage during the past year is greatly
appreciated, and we hope to merit a continuance
of your favor in 1939 and the years to come.

WOLFE'S
Palmyra 5c and 10c Store
Palmyra, N. J.

AMERICAN STORES CO.

BIG
Pre-Inventory Sale
SAUER KRAUT
largest No. 2/ can
5c
A marvelous oppor-
tunity for you to se-
cure quality-tested
foods at real savings.
Only a few of the
many exceptional val-
ues are listed.
Open Saturday
Until 9 P. M.
Closed Monday, Jan.
Gold Star
Quick-
Cooking
Rolled Oats
20-oz. pkgs. 7c
15-oz. pkgs. 5c

Sliced Peaches 8-oz. can 5c
GRAPEFRUIT JUICE 12-oz. can 15c
Diced Carrots 1-lb. can 15c
Seedless Raisins 1-lb. can 15c
Mile-Hi Corned Beef Hash 1-lb. can 10c
Grapefruit Juice Unsweetened or Unsweetened 16-oz. can 15c
Rinsol 1-lb. can 19c
Cocoa 1-lb. can 9c
Phillips Beans with Pork 1-lb. can 4c
ASCO Beans 1-lb. can 19c
Armour's Star 1-lb. can 15c
Victor Sliced Bread 7c loaf 5c

Pure Florida
Orange Juice 4-oz. can 29c
ASCO
Pound Cake each 25c
Coffee Win-Crest "Heat-Do" 2-oz. can 15c
Coffee "Heat-Do" 2-oz. can 18c
Postum Coffee 2-oz. can 27c
Best Quality
Mince Meat 1-lb. can 15c
Spaghettini 2-oz. can 25c
alada Tea 1-lb. can 19c
KETCHUP 14-oz. bot 9c
Preserves 1-lb. jar 21c
CRAPPY 1-lb. jar 21c
Cheese 2 1/2-lb. block 29c
Finney Mild-Cured
Full Cream Cheese 1-lb. can 25c
Best Quality
Dog Food 3 cans 25c
MIXED NUTS 1-lb. can 19c
Paie Dry 1-lb. can 15c

Happy New Year
THANK YOU, FRIENDS, FOR YOUR PATRONAGE
IN 1938. WE APPRECIATE YOUR CONSIDER-
ATION ALL THROUGH THE YEAR, AND ARE
HAPPY TO TELL YOU ABOUT IT AT
THIS GLAD SEASON.

Koerner's Bakery
307 East Broad Street
Palmyra

Pickles REPP-UTATION 2-qt. jars 25c
Waldorf Toilet Tissue 2 rolls 9c
ScotTissue Toilet 3 1000-sheet rolls 23c
Scott Paper Towels roll 10c
Drano Drains can 19c
Windex 1-bottle 15c
Oranges Juicy Florida dozen 15c
LEMONS Large Juicy 6 for 12c
APPLES Stayman, York, Empire, Home Beauty 4 for 19c
Iceberg Lettuce Fresh Crisp head 10c
Slicing Onions Large 5c
CELERY Crisp, Tender, large stalks or bunch 5c

Fancy, Young Fresh-Killed TURKEYS n 33c
Young, plump, tender, meaty and of exceptionally fine
flavor—the pick of the Country's finest flocks. You'll
say there's a difference when you serve it.
Extra selected, fresh-killed Northwestern Turkeys priced
to higher.
Fresh Killed Roasting Chickens 1/2 to 3 lbs. 27c
Fresh Killed Stewing Chickens 3 1/2 to 5 lbs. 21c
Jersey Blue-Speckled Blue-Speckled Blue-Speckled
Cranberry Sauce 2 cans 19c
Cranberry Sauce 2 cans 21c

Pork Lean Fresh Shoulders Country Style lb 13c
Lean Fresh Pork Loins Whole or 1/2 lb 17c
Center Cut Pork Chops or Roasts 1/2 lb 23c
LEAN TENDER CHUCK ROAST 1/2 lb 19c
Oven Tendered, New Cure, Less Waste
Large Smoked Hams Shank End—Up to 8 lbs. 17c
Slices of these Hams 35c
Short Shank Small Smoked Hams Whole or 1/2 lb 25c
Shank Half

Smelts Large No. 1 Canadian lb 17c
Fresh Fillets Genuine Haddock lb 17c
Fresh Opened Jersey Select Oysters doz 15-
Where Quality Counts and Your Money Goes Furthest
These Prices Effective in Our Stores and Meat Markets in Riverton and Vicinity

RIVERTON ESSO STATION

The Only Complete "ONE STOP" Service Station

ESSO
Riverton - Phone 460
DAY AND NIGHT SERVICE

PAGE TEN

THE NEW ERA, THURSDAY, DECEMBER 29, 1939

TIMELY ADVICE BY PRANKSTERS

Young Abductors Spend Night In Jail and Profit by Their Experience

The following letter in respect to a "theft" of holiday decorations in Riverton, last Sunday night, is self-explanatory. The incident, incidentally, contains some very good advice to those who might be tempted to do similar things.

The moral of the story is "Leave Christmas adornments alone." A Riverton Police Department, Chief William Gootie.

Dear Sir:

The Riverton Police may well be congratulated on their alertness and attentiveness in the few small hours of the morning as this mischievous writer knows only too well. Last Sunday night, myself and another lad decided that a "Dopey" gnome had been peeking in Mr. Ralph Scott's residence seeking to find a little Christmas cheer from the outside looking in. Now we all know that this is impossible. So we two young men took pity on him.

Went to Camden.

We very impolitely, without asking Mr. Scott's permission, took him to Camden and bought him a ticket to the movies, which we think he enjoyed immensely (although he said nothing). After the performance, we proceeded to buy him a doughnut which we let him hold in his hand (instead of eating). We then brought him back to again peek in the window for the remainder of the night, with a little letter to his originator, Mr. Scott, telling of a thrilling evening, even to a gnome. Funny isn't it? You may think so, but we DON'T. We had half the town engaged at another of those cases of decoration stealing (of which this was our first and, still, have to admit it really wasn't stealing). After delivering "Dopey" to his original stand on the porch, we started home.

On our trip, we were surprisedly interrupted by Officer John Robinson. (The theft had been noted and the police warned). We stayed at the Riverton police station all night and received a talking to we'll never forget from Chief Gootie and Officer Robinson. After this we were escorted to Mr. Scott's residence for another session on the subject.

And believe us, you young folks with a yen for foolishness, you won't all meet up with the type of person as Mr. Scott. In short, he is a swell guy. But don't get us wrong. Don't play him for an easy mark. You might end up behind the eight ball. Mr. Scott's reminder this play will it the Riverton police and not against them, for if you didn't know it, they are out all night looking for such as we.

As furthermore, we sincerely pray any one that is brought in for stealing tree balls, etc., this year, or future years, as this town is fed up with pranksters taking the beauty of the holiday spirit by ruining people's outside decorations.

Remember, we warned you.

Sincerely,
WE KNOW
CARS COLLIDE
AT INTERSECTION

Last Saturday noon, two cars collided at the intersection of Broad and Main streets, Riverton, the accident being attributed to the wet condition of the pavement.

Harry Leek, 435 Lafayette street, Collingsdale, Pa., is reported to have driven his car in such a manner as to strike the left front fender of a machine operated by Jane R. Thresher, 128 East Central avenue, Moorestown, who was going south on Main. The Leek machine was proceeding west on Broad. The extent of the damage was about \$100.

Officer John Robinson, of the Riverton police, who investigated the affair, ordered both drivers to appear for a hearing before Recorder Frank Probsting this (Thursday) evening.

BUTTER & EGGS
Roasting and Frying Chickens

J. M. HUDGINS
25 ROWLAND ST. PALMYRA
Phone 641

Westfield Friends' School

Christmas Assembly

The Christmas spirit prevailed throughout the assembly program given last Wednesday morning before a large and appreciative group of parents and friends.

The affair was conducted by Nancy Ritschard. Lenore Meyer read the Christmas Story from St. Luke.

"Away in a Manger" was sung by the kindergarten and first grade. A German Christmas dance was presented by the second class and a selection "I Must Go Back to Bethlehem" was given in chorus style by the third and fourth classes.

Play

A play entitled "Delayed on Second Street" was presented by the fifth and sixth classes. The lower school assisted in the carol singing.

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COURT TEAM OFF FOR NEW ENGLAND

The championship basketball team of Palmyra High School left on Tuesday morning for an invasion of New England, the first stop being Greenfield, Massachusetts, the home town of Coach C. Kenneth Diamond. Several games are on the slate and the members are not expected home until the end of the week.

The theme of the play, which emphasized the act of self sacrifice as expressing the true spirit of Christmas giving, was well portrayed by the cast. Even "Don," the red dog, sensed feeling to the act.

Richard Robbins acted as inter-locutor. The play was in three acts. The cast was as follows:

Mr. Carter, Harvey L. Hurd, Jr.; Mr. Mathews, private secretary to Mr. Carter; Richard Robbins; George Krierson; Richard Hershey and Arthur Platt; clients, Mrs. Oswald Flighly, Shirley R. Cook, Sonia Suchard, famous skier, Ruth Cee, Mr. Shivers, John Clement, Jr.; Bill, leader of Miss Gray's Settlement Group, Bill Dunn; Ted, invalid boy, Richard Gilson; Mrs. Bailey, Ted's mother, Joan Bailey; Don, Jean Clark's dog.

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HYGIENIC DIAPER SERVICE

Saves young Mother's strength
Diapers and Baby Laundry
Individually Washed and Sterilized
SERVICE TWICE WEEKLY
Phone Collingswood 970
1 Billson Ave., Collingswood

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BUTTER & EGGS
Roasting and Frying Chickens

PALMYRA

Mr. and Mrs. Wilson Neim, of Reading, are spending the holidays with Mrs. Neim's mother, Mrs. Ella Ewald, of Vine street.

Mr. and Mrs. Albert Smith, of Broad street, entertained at a family dinner on Christmas Day with the following week-end guests: Mrs. Margaret Weber, of Ventnor; Joseph Weber, of Roebing; Mrs. Albert Smith Sr., of Stonehurst, and Mr. and Mrs. Walter Kemmerle and son Howard, of Riverdale.

Mr. Matilda Vollmer, of Memorial avenue, is visiting her daughter in Baltimore.

Miss Margaret Coates, of Philadelphia, spent several days last week with Mr. and Mrs. Ellsworth Coates, of Highland avenue.

Donald Powell, a student at Wash-

ington College, is spending the holidays with his parents, Mr. and Mrs. Elvin I. Powell, of Memorial avenue.

The first three winners in the new Miscellaneous Club of the Sacred Heart P.T.A. were Mrs. Blanche Keating, of East Riverton; Mrs. Harry Gottlieb, of Lincoln avenue, and Mrs. W. Vetterman, of West Sixth street.

CHRISTMAS PARTY

The Cradle Roll, Beginners and Primary Departments of the Epworth M. E. Church School will hold their annual Christmas party today (Thursday) at 2:30 p.m. in their respective rooms. Mothers of children belonging to these groups are invited.

PALMYRA COUNCIL TO ORGANIZE JANUARY 3

The organization meeting of the Palmyra Borough Council will take place in the fire house on Tuesday, January 3, at 12 o'clock.

Major John F. Ward is desirous of having a large attendance of residents of the affair since local officials will be present and will be called upon to speak briefly.

DR. P. A. SHINELLI
OPHTHOMETRIST
EYES EXAMINED
Phone Riverton 615
10 Scott Street, Riverside, N. J.
(Sach's Building)

WINDOW SHADES

Purchased Here Are Measured and Installed Free - Prices Reasonable.

VENETIAN BLINDS

HARRY C. SCHWERR
PALMYRA Phone 28

SAVAR
MARKET AT BROADWAY

THE GRANDDEST ROMANCE
EVER FILMED!!!

STARTING
FRIDAY, DEC. 30th

THE STIRRING STORY OF
Francois Villon, master of hearts...daring heros...crowning achievement of Producer-Director Frank Lloyd, creator of such film triumphs as "Cavalcade," "Mutiny on the Bounty" and "Wells Fargo" ... three times winner of the Motion Picture Academy Award.

TO our many old friends, and our new ones too, we extend this greeting.

Your friendly cooperation in years past has been very much appreciated by us, and we hope for you in return every blessing the New Year can bestow.

H. D. HULLINGS & SON

PLUMBING - HEATING - ROOFING

202 Broad Street Riverton, N. J.

Phone 60

GALA MIDNITE SHOWS
SATURDAY AND SUNDAY
Dec. 31 - Jan. 1, 12:01 A.M.

JOE E. BROWN
"THE GLADIATOR"

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\$250,000 Goes Up In Smoke

A huge sum, \$250,000 in fact, was destroyed by fire on Tuesday evening of this week in Palmyra, but strange to relate, the loss occasioned no grief and, indeed, was hailed with a certain amount of jubilation.

The affair occurred when Palmyra borough officials, headed by Mayor John F. Ward, performed the final rites over the huge wall of cancelled scrip that was used during the dark days of the depression, the cremation taking place in the heater of the P.O.S. of A. Hall.

Last in 1936

According to the records of George Spitzer borough clerk, the last of the scrip was issued in June 1936, with the American Legion getting a payment in \$1.00 notes, while H. B. Williams was paid in ones of \$5.00 denomination.

Because of the bulk of the scrip, several hours were required before the last of it was consumed by the flames.

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DRESSMAKING wanted by day. At home or out. Reasonable prices. Experienced. Elizabeth Richman, 401 Seventh St., Riverton. 12-1-4t

Gas Gas All Time
 Mrs. Jas. Filler says: "Gas on my stomach was no bad! I couldn't eat or sleep. Gas even pressed on my heart. Adlerika brought me quick relief. Now, I eat and sleep, sleep fine, never feel better."
ADLERIKA

OBITUARY

MARION D. KENNARD
 Marion D. Kennard, 76, of Parry, died at his home on Monday, December 26.

Funeral services will be held today (Thursday) at 2 p. m. from the Snover Funeral Home with interment in Morgan Cemetery, the Rev. A. J. Harke officiating. The deceased is the father of William Kennard, of Parry.

PROMPT DELIVERY

ON
WILLIAMS HIGH GRADE FUEL OIL
 OR

No 1 QUALITY COAL or COKE

Phone 1100 Now

A HAPPY NEW YEAR TO YOU!

To all our many friends we wish a year full of health and prosperity. We appreciate your orders in the past and trust we may be favored with your patronage in years to come.

H. B. WILLIAMS

COKE - HARDWARE - FEED - BUILDERS' and
 PALMYRA



IN ADDITION TO
 WISHING EVERYONE A

Happy New Year

WE WANT TO THANK YOU FOR YOUR PATRONAGE IN THE PAST YEAR AND EXPRESS THE HOPE THAT OUR PRODUCTS AND SERVICE WILL BE SUCH AS TO MERIT YOUR CONTINUED PATRONAGE.

JOHN H. ETRIS

Philco Radios, Electric Refrigerators, Toys, Electrical
 Appliances and Hardware

17 West Broad St.

Palmyra



Happy New Year Everybody

WE GREATLY APPRECIATE YOUR PATRONAGE IN 1938. YOUR FRIENDLY CONSIDERATION HAS BEEN A CONSTANT SOURCE OF PLEASURE TO US AND WE SINCERELY HOPE FOR THE CONTINUANCE OF THESE RELATIONSHIPS IN THE NEW YEAR TO COME.

J. S. COLLINS & SON, Inc.

'blue coal'

COKE - HARWARE - FEED - BUILDERS' and
 MASONS' MATERIALS
 RIVERTON, N. J.

RIVERTON

Main Street Market

WALD and CARHART, Proprietors

528 Main Street

Riverton

Telephone 904 — FREE DELIVERY

Happy New Year
 TO OUR CUSTOMERS
 AND FRIENDS

For the Final Week-End of 1938 We've planned a Special Sale of BETTER FOODS at prices that will really SAVE you MONEY. Our prices are consistently LOW — Our QUALITY ALWAYS the HIGHEST!

COME - SEE - SAVE

FINE GRANULATED

SUGAR
 10 lb Bulk 46c

KELLOGG'S
 PORK and BEANS
 in TOMATO SAUCE

2 large cans 19c

KELLOGG'S SUPREME QUALITY

Evaporated Milk 4 tall cans 25c

Kellogg's APPLE SAUCE 3 No. 2 cans 27c

Kellogg's JUMBO SHRIMP 2 cans 29c

Kellogg's Pineapple Delights 2 flat cans 23c

Kellogg's Extra Fancy RICE 2 1-lb pkgs. 15c

Lux Flakes

lge pkg 21c

LUX TOILET SOAP 3 cakes 19c

California LIMA BEANS 2 lb 13c

Kellogg's Assorted JELLIES 2 8-oz. jars 19c

Kellogg's STUFFED OLIVES 1/2-pt. jar 25c

Kellogg's Maine CORN 2 No. 2 cans 23c

CRUSHED WHITE or GOLDEN BANTAM

ENJOY THE FINEST COFFEE

Kellogg's lb 25c

Lawndale lb 19c

TWO SATISFYING BLENDS—FRESH ROASTED

THE BEST BUTTER IN TOWN...

Kellogg's Sweet Cream lb 37c

PURE - FRESH - DELICIOUS - 1/4-lb PRINTS

Merion Roll Butter lb 35c

For Those Who Prefer the Old Fashioned Roll

Meats That You'll Enjoy!

FRESH KILLED

TURKEYS lb 38c

ROASTING CHICKENS

5 to 6 lb average lb 32c

ARMOUR'S

RIB ROAST—BEST CUTS lb 32c

ROUND STEAK lb 32c

RUMP STEAK lb 35c

SIRLOIN STEAK lb 43c

FRESH GROUND BEEF lb 22c

LEAN PLATE BEEF lb 8c

Kersey's, Vogt's, Felin's SAUSAGE lb 28c

Pork Loins LOIN HALF lb 22c

RIB HALF lb 17c

FELIN'S or VOGT'S

TRIPLE TENDER HAMS lb 29c

(Whole or Shank Half)

Smoked Hams

Butt Ends lb 29c

Shank Ends lb 18c

6 to 7 lb avg.

BACON

1/2-lb pkg. 15c

Asstd Meat Loaf, 1/2-lb 15c

Lebanon Bologna, 1/4-lb 8c

Liverwurst 1/4-lb 9c

Spiced Ham 1/4-lb 9c

Onlee Ham 1/4-lb 15c

Sliced Cheese 1/4-lb 9c

STRING BEANS

CABBAGE lb 7 1/2c

Extra Large TANGERINES 3 lb 10c

Extra Large SPANISH ONIONS doz. 19c

WINESAP APPLES each 7 1/2c

YELLOW TURNIPS 4 lb 19c

SPINACH 3 lb 10c

LARGE ORANGES lb 7 1/2c

Extra Large PERSIAN LIMES doz. 25c

PHILA. MARKET HOUSE

BROAD and GARFIELD AVE.

PALMYRA, N. J.

Phone 1200

Free Delivery

FRESH FLORIDA

PEAS

2 lbs 27c

FLORIDA

GRAPEFRUIT

10 for 25c

U. S. No. 1 IDAHO

B A K I N G

POTATOES

10 lbs 29c

HARDING'S

SWEET CREAM

BUTTER

2 lbs 61c

(Farm Roll)

FRANKLIN
 GRANULATED

SUGAR

10 pound cotton sack 49c

CRISCO

1 lb can 18c

3 lb can 53c

KEEBLER CLUB

CRACKERS

box 14c

SWIFT'S PREMIUM

GENUINE SPRING

Legs of Lamb

lb 25c

One Price—None Higher

Swift's Prime Selected

or

Armour's Quality

Rib Roast lb 29c

BEST CUTS lb 32c

Strictly Fresh Killed
 PARAMOUNT

TURKEYS

lb 37c

11 to 15 lb avg.