## FEBRUARY

##  THE NEW ERA

Vol. 32 No. 5

To the Gossipers of Palmyra and Riverton:
I want it distinctly understood that my home at 607 Thomas Avenue, Riverton, is not, nor has it been up for sale. Any person or persons whom I
hear of circulating any more false reports about same will be dealt. with according to law.

CHARLES DeLANEY, I
HARLES DeLANEY,
607 Thomas Avenue, Riverton, N. J.

## BROAD STREET GARHEF NIND SIIES GOIDPAIN <br> Broad Street, Riverton <br> Repairing, Accessories and Storage

Dodge, Buick and Ford Cars
Phono Biverton 108

## Gloves and Caps

FOR THE COLD WEATHER, ALL KINDS OF GLOVES FOR MEN, WOMEN AND CHILDREN
GOOD STORM CAPS FOR MEN AND BOYS ODD LOTS OF SWEATERS AT LOW PRICES

MRS. ALFRED SMITH

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410 Chestinut Striekt. Philadeliphia Investment Securimies

RIVERTON AND PALMYRA, NEW JERSEY, FRIDAY, FEBRUARX 4, 1921

## Fresh Every Day at noon

HOT BREADS, ROLLS, COFFEE CAKES CINNAMON BUNS, DOUGHNUTS, DROP CAKES AND CREAM PUFFS

$$
\text { at } 1 \text { o'clock daily }
$$

Orders phoned by $10 \mathrm{a} . \mathrm{m}$
by 1 o'clock same
W. F. BECKER

The Store of Dependable Goods
Phone 29-R
517 Howard St.

## This Christmas

and Next
Many of us strive by hard work and strict attention to business to support our families,
ourselves, and our loved ones, and to save certain sums of money for the "rainy days." Many of us also find the Christmas season at families and our friends with the gifts, re membrances, and pleasures, that we had hoped and intended to give. We feel sorryand yet, after all-we can but blame our own shortsightedness.
For an account in the Christmas Savings Club of this Bank would have insured just the kind of Christmas you wanted to have
Begin Your Next Merry Christmas Now!
Deposit anywhere from 25 cents to $\$ 5$ weekly
in our Christmas Savinigs Fund now forming, and receive your Christmas money December 15th, next.
Cinamamison National Bank ol Riverton RIVERTON, N. J.

## 25\% Reduction on all Paints and Varnishes



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 Riverton, Paimyra
and Vicinity

PRICE FIVE CENTS

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GEORGE W. BRENN
1306-8 N. Marshall St., Philad 1306-8 N. Marshall St., Philadelphi
19 Lakeview Are., $\begin{aligned} & \text { cunchmenton Height. } \mathrm{N} \text {. }\end{aligned}$
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By the Hour, Day or Contract
JEFPERSNON ARCH STREET
Palmyra, N. JT Phone: Ralmyra, N. J. J
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Decorating
Quality Work Promptly Done

Prices Reasonable

## Charles Siliver

## 107 West Broad Stre

 Palmyra, N. J

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 VALDURA $99.5 \%$ PURE ASPIHLT PAINI


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|  |  |  |  |  | Granulated Sugar 8c |  |
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|  |  |  |  |  | Armour's Oats 13c |  |
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|  |  |  |  |  | Delmonte Canned Spinach |  |
|  |  |  |  |  | 23c large can |  |
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| Natmed |  |  |  |  | Shredded Wheat 13c pkg |  |
| Morcer rio suse |  |  |  |  | Corn Flakes |  |
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| Amome |  |  |  |  |  |  |
|  | 20e |  |  |  | Post Toasties 13c pkg |  |
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|  |  |  |  |  | GREAT REDUCTION |  |
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| Chol 1 |  |  |  |  | aiso items of hardware |  |
|  |  |  |  |  |  |  |
| 20 | \% |  |  |  | $15 \%$ to $25 \%$ on Common Building Lumber, Floor ing, Siding, Etc. Just the kind required for |  |
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|  |  |  |  |  | 25\% REDUCTION IN LIU LuCAS PAINTS |  |
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|  |  |  |  |  | $10 \%$ ON FULL STOCK OF BROOMS, OIL AND GAS HEATERS, COAL HODS AND AXES |  |
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|  |  |  | and |  |  |  |
|  |  |  |  |  | Give us a call, we will be glad to serve you |  |
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| \% |  |  |  |  |  |  |
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| Numed |  |  |  |  | Buy an Oliver Typewriter |  |
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|  |  |  |  |  | STRICTLY FRESH EGG The Finest Grades of Butte |  |
|  |  |  |  |  | STRICTLY FRESH EGGS The Finest Grades of Butter |  |
|  |  |  | EAT MORE MEAT |  |  |  |  |  |
|  |  | , | From 5c to 10 c a pound cheaper, not cut price Meat but first-class-Meat at a hig reduction. |  | The Riverton Meat Market <br> W. N. MATTIS Collins Building, Riverton |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  |  |  | FINE LOT OF MONTCO CANINED GOODS homedressed chickens |  |  |  |  |  |
|  |  |  <br>  |  |  | 20x |  |
|  |  |  | fancy butter, eggs, lard, etc. |  |  |  |  |  |
|  |  |  | c. W. LUDLOW <br> 521 Howard Street <br> Riverton, N. J. |  |  |  |

NXTERESTNG NEWS BITs In and aroun Móre Work and worry. Income
tax beanks are out again.
 Mri, Theodore L. Morris is spend
ing tio week with her son and his
wht M, And Mr. George S . Morris,
at. Hithing, L. I .

 ${ }^{\text {Jeld oneph }} \mathbf{W}$, Richards, of 725 Ga


 No one appeared to object to any
of the items on the ownhtip budget
it the hearing Tuestay cvening an the Conmiritise Paessday evening and budget as
previousty advertised without change. Alired A. Mohrmann, wo year o
son or Mr, and Mr. MMrton
Mohrmann, of 518 Race strect, w awarded at bluc ribbon as cutet, wen-
trant in the Record Better Babies
contest.

 The Epworth Sunday School will wiil Sunday, Miss Marian Robinson
wiano solo on the new
instrumbert and
Morton and Cecilia Becker will shing

 lingswood, and Mre and, Mrs.
Rotiding and haughtre were the guest
of Mr. and Mrs. Haas. A movement is afoot in Palmyra
tomake drive for the
opeank Relief Foove Fund, and
















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to himber of houses were discovered



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## Ausiliary Minstrel end D :

## Aven bystel show and and Dance

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## DEATHS. Capt. George H. Branson Capt. George H. Branson, hus   <br> $$
\begin{aligned} & \text { Mre Mary A. Kershner } \\ & \text { rs. Mary. } \\ & \text { Pa., died A. Kershiner of of } \\ & \text { R at the hom } \end{aligned}
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 <br>  <br> Christian science
 Services at the church, Tho
venu and Seventh street:
Sunday Scol,
Sunday Services, 11 a a. m.
 Olassified Adrartising
 FOR SALE
 OLIVER TYPEWRTRR Aatest
modeli, practically new, for sale

sacrifice Can be seen at The New HOR RENT <br> | PALMYRA-Four room apartment first floor furnished or unfurnished new plumbing, toilet, lawn, porch private entrance, sunny south expos private entrance, sunny south expos- ure, minute train, trolley. 624 Garfield avenue, Palmyra. |
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| WANTED |
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## SPECIAL Men's Brogue Shoes

 $\$ 4.95$ Boys' Gun Metal Galf Shoes $\$ 3.00$ SACKS wit winMonday and Tuedday
WILLIAM FARNUM in
"Drag Harlan" in in
CHARLIE CHAPLN in
"One A.M.".
Adults 25c \& 3c; Children ioc \& ic

## Try this

 Old-FashionedCough Remedy

Costs only a few cents and will
give quicker and better results
than many a one that than many a one that you would
spend a dollar or more for If you combined the remedial prop-
erties of, every known "Patent Medicine" you would hardly
have in them all the curative powers that lie in this "SIMPLE
OLD FAASHONED COUGH
MEDICINE", discoyered by Dr MEDICINe," discovered by Dr. ago and called

## Pulmonary Balsam

A day's use will usually over-
come the ordinary cough and for Croup, Bronchitis, Whooping
Cough and Bronchial Asthma,
there is nothing better. 35 cente

PINE'S REXALL STORE
Palmyra

## W. E. smith

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For old folk and young-and with a saving of coal
Choose yours today, while our present stock lasts, for we have cut the Hot Spots price $25 \%$.

## Were $\$ 8.50$. Now $\$ 6.38$

Other noteworthy reductions on gas appliances are $20 \%$ on Radiantfires, saving $\$ 4.60$ to $\$ 15 ; 25 \%$ on Gas Lighting Fixtures, saving $\$ 5$ to $\$ 11 ; 25 \%$ on Gas Ranges, saving $\$ 15$ to $\$ 50$. If you are unable to call
at our showrooms, write or 'phone and your order will receive prompt attention

## PUBLIC SERVICE

[^0]
John d. Mcevelin



 To the Intelligent New Jersey Investor:

## Philadelphia Brought Nearer





Roosevelt Boulevard Motorists' Paradise



Willow Grove Brought Nearer



Ideal Atlantic City Motor Route
Those motorists journeying to Atlantic City from any point in Philadelphia above 4500 North


Employment Made Surer
The many factories of Tacony and Frankford will enable our workers to secure Iucrative posi-
tions that will bave them several hours diily compared to commuting to and from Market Street Whari. Will Reduce Taxes


Invest Now




New Jersey Will Reap Great Benefit



January 10th, 1921
tacony-palmyría ferry company.

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CHAS

EDWWIN M. BROCK
SAMUEL S. DANIEL


## Hot Spot Comfort

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IN N. I. SEMATE

Refuses Indorsement of Prohibltion Amendment, 9 to 9, With Three Not Voting.
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## Let Us

 Vulcanize that blow-outor rim cut, and reline or retread your old tires, and get more mileage Robertson \& Sauer Howard Str Phone 127-m Where Quality . Gounts. Incorite In unyins siver nato bideme wian hiout




. L. BERRY 22 Philadelphia \%ism

 and







For Busy Mothers
Whth Thor aid the busiest woman can easily keep little folks dainty. It irons practically all the washing
in one-third the time required for hand ironing.
See the Thor ironer; sold on divided paymente,

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## KOENIG'S RED DEVIL

 Economizer CarburetorThe Most Practical, Economical, Dur-
able and Inexpensive Carburetor Made
A Great Saving in Coal and Heat
No Sitting of Ashes. Coal Burns to a Crisp
For Full Particulars
C. McMAHON, Phone RIverton 259

## gas heaters special sale 10\% Reduction on our large stock of

 RADIANT FIRE, SOLAR-GLO AND LAWSON ODORLESS HEATERSTHEO. J. J. HAAS
Gas and Hlectrical Appliances
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CONTRACTOR and BUILDER Jobbing a Specialty
115 East Broad Street, Palmyra
Triangle Coal Gas Burner le the only Garner that is made on correct
and proctical Inaes as a Coal Gas Burnert Call precrpandwe w ill conylice $\$ 5.50$
you. Tit Thingle installed... $\$ 5.50$ Hansen is the sole Riverton 24


## Trolleys and Jitneys <br> Can Not Both Exist in Direct Competition

*That street railway service and jitney service can not permanently exist and pay thei wn way in competition with each other unde ordinary urban conditions seems to be well established by experience
That's what the Federal Electric Railway Commission said in its report to President Wilson.
"---seems to be well established by experience."

Nothing rash about that. Sounds as though the commission has heard from Toledo, O., where the city authorities last yea turned to jitneys, only to back-track twenty-seven days later un der pressure of
tric street cars.

And Toledo is not the only city that has had "experience" proving the soundness of the commission's conclusions.

Bridgeport proved it. Lowell proved it. Los Angeles proved it. Dallas proved it. Staten Island proved it. Salem proved it. So did scores of other cities.

But New Jersey still tolerates direct competition between street railways and jitneys. Some places encourage it, although experience has demonstrated that most of the jitneys do not re main long in service. Ownerships change. Operators quit.

For instance, we pointed out last week that of 1,006 jitne permits issued in Newark during the four years prior to 1920 only 259 were still in effect. The other 747 had fallen by the wayside And other New Jersey cities show like figures in proportion to their size.

What the, people want is continuous, dependable servic Street cars provide this kind of service. Jitneys DO NOT and never will unless they are properly regulated.

Public Service Railway Company

Keating's
TAXI SERVICE
Day or Night
Ratos Reasonable
Phone 165-J or 88-M

## Who

has cold feet?

Nobody that uses Hot Water Bottles. Don't borrow your neighbor's. Enjoy one of your own.
$\$ 1.25$ to $\$ 3.00$

WM. H. STILES Pharmacist
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Wire Cloth for Window Screens Electrical Wires for House Wiring

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## Tornado Insurance

Only $\$ 2.00$ per $\$ 1000$ for 3 years surance Company of North America Phone RAYMOND WARNER, Agent Riverton 276

## Bulletin No. 9

The leading Bankers and Farmers in Burlington County have bought stock in the Tacony-Palmyra Ferry Company. No better investment has ever been offered to residents of this section of New Jersey.

Tacony-Palmyra Ferry Co. 1003 Liberty Building Philadelphis, Pa.

## 8




Vol. 32 No. 6
RIVERTON AND PALMYRA, NEW JERSEX, FRIDAY, FEBRUARY 11, 1921

## A. E. PRICE

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## Gloves and Caps

FOR THE COLD WEATHER, ALL kinds of gloves for men, women

GOOD STORM CAPS FOR MEN AND BOYS odd lots of sweaters at low PRICES


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Largest collection of Hardy Perennials, Roses, Dahlias, etce.,
$\begin{aligned} & \text { Palms, Ferns, and Decorative Plants of ail kinds constantly at } \\ & \text { hand at our Riverton Nurseries. } \\ & \text { Orders taken for Bulbs, }\end{aligned}$ Flower and Vegetable Seeds, Fertilizers, Insecticides, Garden
Tools, etc., which are supplied from our Philadelphia establishMons, alc., which are supplied from our Philadelphia establish-
meltated Lawn Grass Seeds, which may be
relied upon for quick and permanent results. catalogues free.

HENRY A. DREER, Riverton, N. J.
sRRD sTore, 714-718 Cheotnut st. Phlladelphia

## BIOREN \& CO.

 BANKERS410 Chestinut Streett. Philadelphia Investment Securities

## 000 <br> the universal car

 TRACTOR PRICES REDUCED $\$ 165$ Present Price $\$ 625$v.0. . Detatoit
 approved implements in in tiocik There in
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Couring (tarte) Rumbibg (tater) $\quad . \quad . \quad .50$ Coupe (tater and dem rime sis
 lester s. fortnum Bridgebore ${ }^{\text {At the Bridge }}{ }_{\mathrm{New}}$

## Fresh Every Day at noon

HOT BREADS, ROLLS, COFFEE CAKES, CINNAMON BUNS, DOUGHNUTS, DROP cakes and cream puffs at 1 . oclock dally
Orders phoned by $10 \mathrm{a} . \mathrm{m}$ will be ready for delivery
by 1 o'clock same day
W. F. BECKER

The Store of Dependable Goods
Phone 29-R
517 Howard St.

This Christmas
and Next
Many of us strive by hard work and strict attention to business to support our families,
ourselves, and our loved ones, and to save certain sums of money for the "rainy days." Many of us also find the Christmas season at families and our friends with the gifts, remembrances, and pleasures, that we had hoped and intended to give. We feel sorry-
and yet, after all-we can but blame our own and yet, after all-we can but blame, our own
shortsightedness shorts
For an account in the Christmas Savings Club
of this Bank would have insured just the kind of Christmas you wanted to have.
Begin Your Next Merry Christmas Now!
Deposit anywhere from 25 cents to $\$ 5$ weekly in our Christmas Savings Fund now forming, 15th, next.
Cinnaminson National Bank ol Riverton RIVERTON, N. J.

## 25\% Reduction on all

 Paints and Varnishes

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Be
Elastic


To Be Right


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 By the Hour, DRy or ContractJEFFERSOON and ARCH STREETS
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Wall Papering
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Quality Work Promptly Done

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of the
Rivirton and Palmyra
Water Conpany

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Riverton, $\mathrm{N} . \mathrm{J}$. -



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## CHEW BROS.

Confectionery ICE CREAM Fancy Cakes
Large and Small MERINGUES Wedding Birthday Cakes
Give Us a Trial
512 Main St., Riverton Bell Phone 154

## EAT MORE MEAT

AS IT IS IN REACH OF EVERYONE
From 5c to 10 c a pound cheaper, not cut price Meat, but first-class Meat at a big reduction.

FINE LOT OF MONTCO CANNED GOODS HOME-DRESSED CHICKENS FANCY BUTTER, EGGS, LARD, ETC.

## c. W. LUDLOW

521 Howard Street

Granulated Sugar 8c
Armour's Oats

Delmonte Canned Spinach 23c large can

Shredded Wheat 13 c pkg
Corn Flakes $\quad 13 \mathrm{c}$ pkg

Post Toasties 13 c pkg

COMPTON. The Better Grocer

## GREAT REDUCTION

IN PRICE OF

## Building Materials

also items of hardware
$\mathbf{1 5 \%}$ to $\mathbf{2 5 \%}$ on Common Building Lumber, Floor ing, Siding, Etc. Just the kind required for that contemplated addition

25\% REDUCTION IN LUCAS PAINTS Full Line
$10 \%$ ON FULL STOCK OF BROOMS, OIL AND GAS HEATERS, COAL HODS AND AXES

Other Reductions which will pay you to investigate

Now we believe is the time to do your building, also the
time to buy. Some commodities, you know, have declined and again advanced, which may be the case with materials than in the Spring. avo a a
J. S. COLLINS \& SON Phone 5
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PRIME BEEF
of the best grades on ly is bought for ou trade, and the same high standard veal. We use every endeavor to place beothing but the fresh est, tenderest and best-flavored meats.

STRICTLY FRESH EGGS The Finest Grades of Butter

The Riveston Meat Market W. N. MATTIS

Collins Building, Riverton

## $3 \times$



Buw 1 At Homv.
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## KOENIG'S RED DEVIL Economizer Carburetor

 The Most Practical, Economical, Dur-able and Inexpensive Carburetor Made

A Greal Saving in Coal and Heat No Sifting of Ahhese Coal Burns to a Crisp
PRICE $\$ 55.0$
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## Gas heaters special sale <br> 10\% Reduction

on our large stock of
RADIANT FIRE, SOLAR-GLO ANS
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CONTRACTOR and•BUILDER Jobbing a Specialty

115 East Broad Street, Palmyra

## Triangle Coal Gas Burner

is the only Burner that is made on correct
and practical lines as a Coal Gas Burner. and practical us up and we will convince $\$ 5.50$ ou. The Triangle instation $\mathbf{2 4 4}$
Hansen is the sole agent for Burlington County

## Tornado Insurance

Only $\$ 2.00$ per $\$ 1000$ for 3 years,
$\$ 3.20$ per $\$ 1000$ for 5 years
Insurance Company of North America Riverton 276

Buy an Oliver Typewriter

## Bulletin No. 9

The leading Bankers and Farmers in Burlington County have bought stock in the Tacony-Palmyra Ferry Company. No better investment has ever been offered to residents of this section of New Jersey.

Tacony-Palmyra Ferry Co
1003 Liberty Building Philadelphia, Pa.

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416 LIppincott Avenue
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BROAD SRREFI GRRREE NID SHIES COMPMIIY 10 Broad Street，Riverton
Repairing，Accessories and Storage
Dodge，Buick and Ford Cars Phone Biveroron 108

Spring Dress Materials Our new Spring Lorraine Cinghams，Chambress，
Toile die Noids and Dotued swisses have been arriving this week，ranging in price from

30c to 95c a yard
The beautiful clear checks and broken plaids of the Lorraine Ginghams are wonderful，equal in wearing and washing qualities to an Anderson and only 75c a yard．
With the help of the new McCall pattern you will have no difficulty in making these up．

MRS．ALFRED SMITH

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410 Chestinut Street，Philadelphia Investment Securities


## Fresh <br> Every Day at noon

HOT BREADS，ROLLS，COFFEE CAKES， CINNAMON BUNS，DOUGHNUTS，DROP CAKES AND CREAM PUFFS

## at 1 o＇clock daily

Orders phoned by $10 \mathrm{a} . \mathrm{m}$ will be ready for delivery
by 1 o＇clock same day

W．F．BECKER
The Store of Dependable Goods
Phone 29－R
517 Howard St．

## This Christmas

and Next
Many of us strive by hard work and strict attention to business to support our families， ourselves，and our loved ones，and to save， Many of us also find the Christmas season at hand without the wherewithal to furnish our families and our friends with the gifts，re－ membrances，and pleasures，that we had
hoped and intended to give．We feel sorry－ and yet，after all－we can but blame our own shortsightedness．
For an account in the Christmas Savings Club f bank would have insured just the kind

Begin Your Next Merry Christmas Now！
Deposit anywhere from 25 cents to $\$ 5$ weekly in our Christmas Savings Fund now forming， and receive
15th，next．
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Quality Work Promptly Done

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## LESSON


LESSON FOR FEBRUARY 20
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So all lintention given
sit Repaling
W. L. BERRY

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## State Regulates Other UtilitiesWhy Not Jitneys?

il Why Not Jitneys?

Every canal company, every express company, every subway company is regulated by the State.

## Why Not Jitneys

Every pipe line company, every gas company, every electric
Why Not Jitneys?
Every water company, every oil company, every sewer com
pany, every telegraph company, every telephone company is reg
Why Not Jitneys?
Every public utility of every kind is regulated in the public
interest by the State. Jitneys alone escape such regulation.
If steam railroads and street railways are regulated becaus they are common carriers, jitneys should be regulated for the
same reason. same reason.
If gas companies and electric companies and water companies
are regulated because they use public streets in serving the public are regulated because they use public streets in serving the public
jitneys should be regulated for the same reason. If the justification for regulation is the State's right to insure
for the public safe, adequate and proper service, any argument that applies to the regulation of the trolley car carrying passengers over a public street certainly applies with equal force to the jitney
carrying passengers over the same public street in direct com-
petition with the regulated trolley. pltion with the regilat trolle
Where there are two agencies of transportation, good public
policy dictates that they should both be regulated by the same
State authority.
Public Service Railway Company


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Spring Dress Materials
Our new Spring Lorraine Ginghams, Chambreys,
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The beautiful clear checks and broken plaids of the Lorraine Ginghams are wonderful, equal in wearing and washing qualities to an Anderson and only 75C a yard With the help of the new McCall pattern you will have no difficulty in making these up

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hot breads, rolls, coffee cakes, CINNAMON BUNS, DOUGHNUTS, DROP CAKES AND CREAM PUFFS at 1 o'clock daily
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& \text { Deposit anywhere from } 25 \text { cents to } \$ 5 \text { weekly } \\
& \text { in our Christmas Savings Fund now forming, } \\
& \text { and receive your Christmas money December }
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15th, next.
Cinnaminson National Bank ol Riverton Ruverton, N.

## 25\% Reduction Paints warnishes  PROTECT your bulldings FROM depreciation 




Many of us strive by hard work and strict attention to business to support our families,
ourselves, and our loved ones, and to save certain sums of money for the "rainy days." Many of us also find the Christmas season at hand without the wherewithal to furnish our families and our friends with the gifts, remembrances, and pleasures, that we had
hoped and intended to give. We feel sorryhoped and intended to give. We feel sorry-
and yet, after all-we can but blame our own shortsightedness.
For an account in the Christmas Savings Club of this Bank would have insured just the kind

## This Christmas

and Next


Quality Work
Promptly Done
Prices Reasonable
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107 West Broad Street Palmyra, N. J.
 LESSON
$\qquad$ LESSON FOR FEBRUARY 27
$\qquad$

 This parable. Mike that of the ten
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 Bills rendered quarterly, and due
when renered
For convencence of patrons, buis
may be pald at Cimnaminson National
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THE NEW ERA, RIVERTON AND PALMMYRA, NEW JERSEY, YRIDAX, FEBRUARY 25,1921

THE NEW ERA


## WALTEREBOWEN

The Nem Era in devored of the bush

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We shall be very glad to show it to you whethe you want to buy or not. It is the most unique thing of its kind we have ever had to offer

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& \text { E. L. WILLIAMS } \\
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