NOVEMBER

1889

THE NEW ERA

1939

RIVERTON :: CINNAMINSON :: PALMYRA

50th Year No. 41 | RIVERTON—PALMYRA, N. J., THURSDAY, NOVEMBER 2, 1939 | PRICE FIVE CENTS

FIFTIETH ANNIVERSARY EDITION

BARGE ASHORE IN HIGH WIND

Pulled Off by Tugs Sunday Morning No Damage From Mishap

A fair target for the high wind on Saturday afternoon of last week, the gasoline barge "Esso 30" came to an unexpected berth along the river wall at the foot of Fulton street, where it remained until pulled off by the tugs Trenton and Neptune at 1.30 Sunday afternoon.

The barge, which was without cargo, was proceeding downstream in tow of the tug Spartan lashed alongside. The full force of the wind caused the tow to become unmanageable when opposite the Riverton Yacht Club with the result that the crews of the craft tried to change the lines and position.

Breaks Away

While this was being attempted, the "30" broke away and rapidly drifted to the New Jersey shore, where it was moored with several hawsers until Sunday, the falling tide prohibiting further operations on Saturday.

On Sunday, the tugs Trenton and Neptune successfully removed the barge after lengthy preliminary operations. The task was complicated by the fact that the cabin cruiser belonging to William Rodenbaugh, of Palmyra, was also lodged against the wall at the same point, being on the lee side of the "Esso 30."

The salvage operations, therefore, had to be conducted with considerable care in order to avoid crushing the smaller boat.

A large crowd of spectators thronged the bank on Saturday afternoon and watched the barge being removed on Sunday.

The wind also caused considerable damage to various other small craft moored in this section of the Delaware river.

Demonstration At Local School

All parents of children in the Delaware Avenue Grade School and High School are invited to an evening demonstration on Wednesday, November 8 from 7.30 to 8.30 o'clock. The first class will meet at 7.30 p.m. and the second class will meet at 8.00 p.m.

A play, "The Night of the Trojan War" will be presented by the high school dramatic class at 9.00 o'clock. Parents who are interested in attending are cordially invited. The case includes:

Richard Deemer, Arthur Gowell, John Parsons, James Brown, Edmund Turnock and George Mack.

Children below the sixth grade will not be allowed to visit classes unless accompanied by their parents.

School will dismiss at 12.00 noon on Wednesday, November 8, for grades 6 to 12.

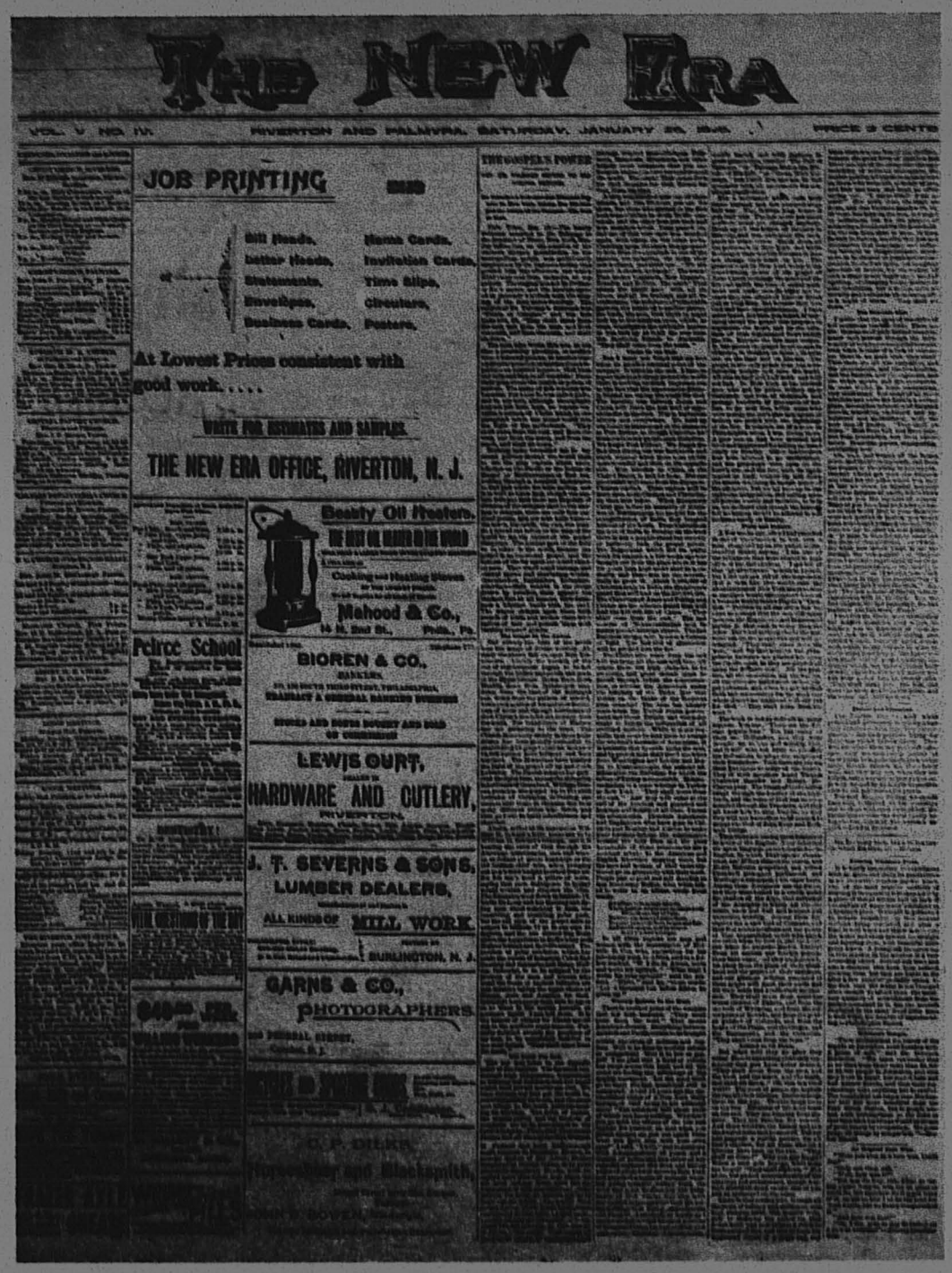
REVISED SCHOOL CALENDAR

At its regular meeting on October 26, the Palmyra Board of Education approved the following revision in the high school calendar for this school year.

The orginal calendar provided for schools' being closed November 9, 10, and February 12 and February 22. Due to the fact that some time was lost this fall because of the Infantile Paralysis epidemic, schools will be open on these dates.

Arrangements will be made for any teachers who may wish, to attend the convention at Atlantic City on November 9 and 10.

A BIG PAPER


THE NEW ERA

VOL. V NO. IV. RIVERTON AND PALMYRA, SATURDAY, JANUARY 25, 1890. PRICE 2 CENTS

JOB PRINTING

Bill Heads, Letter Heads, Statements, Envelopes, Business Cards, Name Cards, Invitation Cards, Time Slips, Circulars, Posters,

At Lowest Prices consistent with good work.....

WRITE FOR ESTIMATES AND SAMPLES.

THE NEW ERA OFFICE, RIVERTON, N. J.

Beauty Oil Heaters.

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BIOREN & CO.,

LEWIS COURT,

HARDWARE AND CUTLERY,

J. T. SEVERNS & SONS,

LUMBER DEALERS.

ALL KINDS OF MILL WORK

BURLINGTON, N. J.

GARNS & CO.,

PHOTOGRAPHERS

In older days, The New Era's front page presented an entirely different appearance than that of today, as is shown in the above reproduction of Page 1 of the early issues.

The page measured 20 x 27 inches and had eight columns. As was the practice at that time, advertisements were front page material. Big headlines were few and far between, most local news being located on pages two or three of the four-page paper that was standard each week. Many interesting articles from old files are reprinted in the Anniversary Sections of this issue.

GENERAL ELECTION IS NEXT TUESDAY

Republicans Victory-Confident for Complete Group of Nominees

With the General Election slated for Tuesday of next week, Republican campaign managers expressed the opinion that the entire ticket offered by their party would be swept into office by a large majority.

The slate includes: Howard Eastwood, for State Senator; A. Matlack Stackhouse for Assembly; Palmer L. Adams, for County Clerk; John M. Chant and LeRoy Church for Freeholders and James J. Tomes for Coroner.

They are opposed by the following Democrats: Russell Y. Page for State Senator; Miss Elizabeth R. Cowperthwait for Assembly; Roy F. Gill and C. Biddle Atlee for Freeholders and Harry Moyer for County Clerk.

Local Situation

In Riverton, the local situation promises to be quiet, with the Republican candidates unopposed. They are H. McIlvain Biddle for Mayor; J. W. Sylvester and Nathan Lane, Jr., for Council and William H. Bottger and J. M. Coddington for Justices of the Peace.

Joseph Obert is the Republican nominee for member of the Township Committee in Cinnaminson and Harold R. West is the standard bearer of the party for Township Clerk. Both are unopposed, although there is a rumor of a sticker candidate for member of the Township committee.

In Palmyra, Mayor John F. Ward is the Republican condidate for re-election. He is opposed by Howard Powell, Democrat.

The Republican councilmanic nominees, Charles K. Mervine and John Landgraf are opposed by Edward L. Kunkle and William H. Leyhrer, named as the Democratic choice at the primaries.

No parking signs have been erected on the south side of Broad street, Palmyra, opposite the store that was opened on Thursday of last week.

Riverton Borough Council was asked to improve local swimming conditions during June, 1919.

Marter To Speak At PTA Session

Next Wednesday evening, the 8th of November, will be Fathers' Night at Cinnaminson School, to bring out the largest possible attendance of fathers — and mothers, too, of course—the program committee of The Parent-Teacher Association has arranged with E. Budd Marter, lecturer, traveler, hunter and authority on wild life and wild game, to speak.

Part of Mr. Marter's talk will be on wild life in the Arctic, where he has made repeated trips both as a big game hunter and as a photographer and observer. The greatest interest, perhaps, will center about what he has to say about local wild life and the preservation of our local game from the point of view of the sportsmen.

The Cinnaminson Parent-Teacher Association is particularly privileged to be able to present such a program, and takes this opportunity to extend an open invitation to all neighbors and friends who can come to join with us.

There will be a brief business meeting before Mr. Marter's talk—the business meeting to convene promptly at 8 o'clock. Refreshments will be served by the hospitality committee at the close of the evening. All members and friends are most cordially welcome.

POLICE RADIO SYSTEM EXPLAINED

Officials from Three Local Communities Attend Rotary Affair

Growing interest in the equipment of the police cars of Riverton, Palmyra and Cinnaminson with two way radio equipment was crystallized on Thursday evening last when a large number of invited guests attended a talk and demonstration sponsored by the Palmyra-Riverton Rotary Club under the chairmanship of Walter D. Lamon and arranged by the R.C.A. Manufacturing Company through David S. Little, of Riverton.

In attendance were Mayor H. McIlvain Biddle and Councilmen Knight, Shrader, Sylvester, Lane, Bush and Gould from Riverton, with Mayor John F. Ward and Councilmen Mervine, Engle, Wright, Huyett and Flynn, of Palmyra, and Township Commissioners Conrow, Dinges and Manderville, of Cinnaminson, Chief of Police Beck, of Palmyra, Gootee, of Riverton, and Dorworth, of Cinnaminson, were interested spectators. Other guests included C. A. Brokaw, George Pettingill, T. Griffin, George N. Wimer, Harold Jaynes, Leonard R. Baker, Huber A. Parsons and Hilton M. Smith.

Mickel Demonstrates

Harry Mickel, of Riverton, manager of the Police Radio division of the R.C.A. Manufacturing Co., gave a very instructive talk outlining the development of Police Radio work and it's accomplishments, following which the police cars, of Palmyra, and Riverton, were dispatched from point to point, through the control room established for the occasion in the Porch Club.

Following this feature of the demonstration the listening audience, including most of the councilmen present, took trips in the cars to get first hand impression of the utility and practicability of this service for the local communities.

Mr. Mickel said in part:

Modern Equipment Needed

The criminal of today is not a highwayman who rides out to the pass to waylay the stage-coach. Police officials have long recognized that their equipment must be the most modern and most complete which science can devise to put them

(continued on page 9)

STADIUM DEDICATION

The Dedication Exercises of the Palmyra High School Stadium will begin promptly at 12:00 o'clock noon, Thanksgiving Day, November 23. This arrangement was made so that the people may attend church services in the morning and have time to attend the dedication exercises.

The game with Riverside High School begin promptly at 1.00 p.m.

WELFARE RUMMAGE SALE

The Riverton-Cinnaminson Welfare Association will hold another of its famous rummage sales all day Thursday, November 16, at a store in the Collins building, Riverton.

Any one having rummage to donate is asked to leave it at the Welfare office, rear 609 Main street, The New Era building, or phone Riverton 284 and it will be called for.

H. B. WILLIAMS STARTED IN 1922

Steady Growth Enjoyed by Coal Dealer, Service Station Owner

Seventeen years have seen the business enterprises of H. B. Williams, Palmyra coal dealer and service station proprietor, enjoy a steady growth. Mr. William began in a small way when the coal business of L. A. Weikman was purchaser by him in 1922.

Mr. Williams set right to work and commenced making improvements to his plant and equipment. The horse drawn delivery wagons were soon replaced with auto trucks. Only the best quality coal was handled and prompt dependable deliveries were rigidly maintained.

A modern service station was erected by Mr. Williams at the intersection of S-41 Highway and River Road in the year 1931. This station featured Standard Oil Company products from the beginning.

Storage Tanks

In 1935 Mr. Williams met the changing conditions in methods of heating by erecting large storage tanks at the rear of his first service station to begin his retail sale of fuel oil for heating. A thoroughly modern fuel oil delivery truck was purchased and today H. B. Williams enjoys wide patronage in the sale of fuel oil for home and business uses.

A second service station was constructed on the West side of S-41 Highway by Mr. Williams in 1938. This station is but a few hundred feet removed from his first station but because of its strategic location considerable numbers of motorists from the Tacony-Palmyra Bridge stop there to refuel before their vacationing journeys into the State of New Jersey.

Recent additions were made to his first service station that brings it right up to date and makes every service available to his patrons. Only the famous Esso and Essolene motor fuels are sold at both of these stations and a full and complete line of Atlas accessories such as tires, batteries, etc., are handled.

In addition to these main branches of his business, Mr. Williams has developed considerable patronage in the lumber, millwork, lime, sand and cement business and in the feed business as well.

OPENING DELAYED TO NEXT MONDAY

Announcement is made this week that the Riverton Cleaners and Dyers will open under new management at 502 Broad street, Riverton, on Monday.

The opening advertised to take place last Monday was necessarily postponed until next Monday due to unexpected delays in installing the oil burning steam equipment.

The new owners, with 27 years of experience behind them, are making extensive additions to the existing machinery and plan to turn out first class workmanship and keep delivery promises.

Work Done Here

The plant when finished will enable the present proprietors to do all of the work right on the premises without depending upon outside cleaners.

New filters are being installed so that the cleaning fluid is purified after each cleaning operation assuring customers of a 100 per cent satisfactory job.

The store interior is being remodeled and the shop interior being painted throughout.

One Day Service

One day service is to be a feature of the new establishment. Garments brought into the shop by 11 a.m. will be delivered by 5 p.m. on the same day.

"Jack" Showell, known to many will be the outside representative for the new firm.

The store is being completely modernized and ladies or gentlemen waiting for a bus on the corner are invited to wait in the comfortable interior of the store.

ETRIS STORE AT 107 WEST BROAD

John H. Etris, hardware dealer at 17 West Broad street, Palmyra, is one of the oldest in his particular line of business. His store was founded in 1908 at 107 West Broad street and which was later moved to its present address.

The Etris business has grown through the years and today it handles a complete line of hardware, paints, radios, refrigerators, electrical and household appliances.

Both Mr. and Mrs. Etris have been active in the management of the store and employ an assistant who is expert in the radio field and appliance line.

SPEND YEARS AS BARBERS

The Wolfschmidt Barber Shop at 521 Howard street, Riverton, is another of the really old local institutions. The business was founded back in the year 1873 by William Wolfschmidt, father of Emerson Wolfschmidt.

During the year 1929 the shop was moved to new and more modern quarters at its present address. The shop is run by Emerson Wolfschmidt and Edward Moorhouse both of whom have spent their life in the trade.

HALLOWE'EN PARTY

A most enjoyable Hallowe'en party was held last Thursday evening at the home of Henry Hathaway, Cinnaminson, where various games and dancing formed part of the evening's festivities.

Among those present were the members of the Riverside Catholic Church choir, Mr. and Mrs. George Dorworth, Mr. and Mrs. Walker, John Denneler, and Mrs. Alfred Frenzel.

NOTICE

I hereby give notice that I will not be responsible for debts other than those contracted by myself.
(signed) Rodney R. Barrick,
623 Main St., Riverton, N. J.
Dated: Oct. 9, 1939.

AWARDED CONTRACT

According to an announcement made this week, Walter Moyer, of Riverton, Philadelphia representative of the firm of W. N. J. Sloane Co., has been awarded the contract for extensive interior partition work at the U. S. Pipe Co. offices, Burlington.

WILL PREACH GOSPEL

Robert Coston, 512 Broad street, Riverton, has just received his Evangelist's License of the Union American Methodist Episcopal Church, following his successful examination by the District Conference of the organization. He is thereby authorized to preach and expound the scriptures.

Mr. Coston has been a resident of Riverton for 30 years.

BARN DANCE

The Alumni association of the Sacred Heart School will hold a Barn Dance and Hallowe'en party in the school auditorium on Saturday evening at 8.30 o'clock. Alumni of the school are invited to arrive in their oldest set of Hickville clothes.

President Francis Brennan, is chairman of the entertainment committee for this affair, and he hopes that a large number of members will be present. The alumni of the school will hold their meetings the third Thursday of each month.

The fellow who bought a pantry full of sugar when the war broke out on the theory the price was going to skyrocket now has some sweet and sad memories.

BRING YOUR SHOES
TO THE
Unity Shoe Rebuilders
where quality is best and prices remain at their former low level.

LADIES' SHOES resoled by the famous Amico Electrical Vulcanizing Process—No nails - No Stitches—and they look like full soles.

SPECIALIST in Orthopedic work on Doctor's Prescription

ZIPPERS of any color installed on anything

The best way to be convinced of our quality and workmanship is to give us a trial. Those who are our customers tell their friends of our quality.

ANGELO THOMAS
105 West Broad Street Palmyra, N. J.

CONGRATULATIONS TO THE NEW ERA

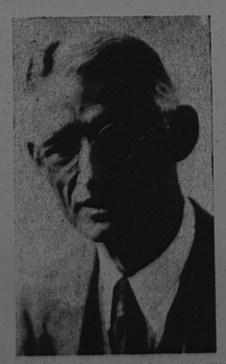
What do you want .... *business or politics?*

SINCE the early days of my youth, I have observed the methods of various crops of candidates running for public office, and almost invariably slogans have been employed such as "unchallenged integrity" — "public-spirited" — "sterling-character" — "devoted-servant" and other moth-eaten, time-worn "bunk" that long ago ceased to deeply impress Mr. AVERAGE CITIZEN.

The candidates themselves, or their publicity agents, simply reached up in the air, pulled down a handful of generalities, dusted them off—threw in a few pictures—and presto, the reason "why" JOHN DOE should be elected to this or that office.

The following statement is offered to you as a heart-to-heart talk, concerning my back-ground of business experience; my reasons for seeking the office of CLERK of BURLINGTON COUNTY and my aims and purposes—should I be elected on Tuesday, November 7th, next.

I have resided in Riverton since June 16th, 1902, and have maintained legitimate and lively interest in affairs of local and county government. Twenty-five years of my business career was in the service of The Penn Mutual Life Insurance Company. During about five years thereafter, I was associated with Major Cassius E. Gillette, consulting engineer, and ex-filtration chief for the City of Philadelphia, and in this connection accepted assignments to be executed in Nicaragua and in the Republic of Mexico. Later, I accepted management of the Middle-Atlantic Sea-Board States, (sales and construction) for the Henry Klein Co., of New York City. I pursued this work with modest success for a period of twelve years, when as a result of the '29-'30 depression, that Corporation was forced out of business in 1933, and I lost everything but my head. A tough struggle ensued, but finally I was called by the Home Owners Loan Corporation and I pursued my duties in their Camden office for a period of about three years, trying to find jobs for unfortunate people, to save them from impending mortgage foreclosures that could not under the regulations, be further extended. Two years ago I accepted management of the A.A.A. in Burlington County for the Automobile Club of Central New Jersey, and I am now actively engaged in this work, with reasonable success.



While I am the choice of the Democratic Party (Primary Election) I am at the same time proud to number among my sincere friends, many within the Republican Party. It seems to me, that it is not entirely a question of a Party Label—but more urgently whether the people of Burlington County desire a COUNTY CLERK who will deliver $7500 worth of work every year, for the salary paid.

I covet the job because of the generous salary and not for the purpose of building a political machine. I loathe the putrid practices of major political machines—regardless of the party banner under which they operate.

Since I am physically and mentally equipped and will devote my whole time to administration of the responsibilities of that office, your support at the Election is asked.

HARRY E. MOYER
DEMOCRATIC CANDIDATE for COUNTY CLERK
AT THE
General Election, Tuesday, November 7, 1939
Polls open 7 a.m. to 8 p.m.

Ordered and paid for by the Democratic County Committee

MEMORIAL PARK

Dedicated as a memorial to the soldiers and sailors who died in the World War, this beautiful park ranks among the finest in New Jersey. It is visited each year by thousands who view and participate in a wide variety of sports events. Various forms of exercises are also held within its confines on numerous occasions.

B. & L. IS ALSO 50 YEARS OLD

Cinnaminson Association Has Enviable Record for Half Century

While felicitating "The New Era" in its celebration of the fiftieth anniversary of its founding, the Cinnaminson Building and Loan Association is not unmindful of the fact that it, too, has a Golden Anniversary to celebrate.

In 1889, just fifty years ago, this association matured its first series of stock and every year since then it has never failed to mature one series after another. Hence, the pride it takes in celebrating with "The New Era" the Golden Anniversary of maturing its series of shares.

First Officers

The association was founded in Th easociation was fuonded in 1878 by a group of prominent residents of these communities whose sons have been serving as directors for many years past. It is interesting to note that the records of fifty years ago show the following list of officers and directors:

Edward H. Ogden, president; H. B. Lippincott, treasurer; H. B. Hall, M.D., secretary, and Heulings Lippincott, Samuel Slim, Isaac Evaul, S. R. Coale, Ezra Lippincott, William R. Lippincott, Edward Lippincott, Charles R. Haig and James Hartley, directors with Howard Parry, conveyancer.

The old-timers among us will recall all of these names as leaders of their respective communities.

Fifty years ago the association had 1796 shares with assets of $134,888.25. The Association's current records show 5478½ shares in force with assets of $516,702.18.

Fifty years ago when the first series matured 26½ shares were closed out. This year 435½ shares matured.

Policy

The conservative policy and stability of the association is well indicated by the comparatively short list of officers during the 62 years of its existence. For instance, there have been only five presidents, Edward H. Ogden, S. R. Coale, James Hartley, J. Otto Thilow, and the incumbent Joseph L. Thomas, and only three secretaries, Dr. H. B. Hall, Joseph H. Smith, and the incumbent Fred P. Hemphill.

The association's first treasurer, S. R. Coale, father of our distinguished citizen James S. Coale, served until 1889 when he was succeeded by Howard B. Lippincott who served until 1915. He was succeeded by Howard Watson. Chas. G. Davis, the father of our Borough Treasurer, succeeded Mr. Watson. Fred P. Hemphill was the next treasurer and when he was elected secretary the incumbent William H. Schmierer was elected to this office. The present attorney, William D. Lippincott, Esq., was elected director in 1895, succeeding his father William R. Lippincott who was one of the founders. He has thus given 44 years' service to this worth-while community institution.

Much Good Accomplished

There are two other directors, now serving, who have given many years of their time for this unselfish work. The president, Joseph L. Thomas, has served over 35 years while Edward S. Wood has been a director more than 30 years.

This brief review of the Cinnaminson Building and Loan Association is sound evidence of the great amount of good done in these communities. No doubt hundreds of owners of properties hereabouts will gratefully testify to the benefits rendered them by this association in the financing of mortgage loans, stock loans and as a means of safe investment.

The attention of readers of this 50th Anniversary issue of "The New Era" is called to the recent issue of a new series of shares which may still be subscribed for at par. Residents desirous of securing mortgage loans or looking for a means of installment saving for future financial independence would do well to consult Fred P. Hemphill.

BISHOP DAIRY POPULAR HERE

Bishop's Dairies, located at the corner of Middleton and Webster streets, Riverside, have been in the business for the past 40 years at the same address.

The business has grown now to the point where 12 trucks and 20 employees are engaged in the business serving the towns of Riverside, Riverton, Palmyra, Delanco, Beverly, Burlington, Bridgeboro and Moorestown.

Bishop's Dairies have kept pace with the many changes that have taken place in the dairy business. These changes for the better are pasteurizing, automatic bottle washing and automatic filling. The milk is never touched from time it is weighed, sampled and tested as it enters the plant until it comes from the automatic filling machines ready for truck delivery to customers.

All the milk from the Bishop's Dairies is T.B. tested and is produced on Burlington County farms.

GAME PARTY

The Delaware Fire Co. No. 2 wishes to announce a game party on Saturday, November 4, starting at 8.00 p.m.

CARD PARTY

Mrs. Anna T. Denneler announces that the weekly card party of the River Town's Ladies club will be held Thursday afternoon at 2 o'clock at the home of Mrs. Mary Posh, Chester avenue, Riverside.

F. H. A. MORTGAGES
SEE
WALTER D. LAMON
Realtor
516 Cinnaminson Ave., Palmyra, N. J.
Phone Riverton 25

Come in for your
FREE
copy of the famous
SHERWIN-WILLIAMS
HOME
DECORATOR
by Rockwell Kent
JOHN H. ETRIS
17 West Broad Street
Palmyra, N. J.
Phone 976

PALMYRA WOMAN'S CLUB

On Monday, November 6, there will be a business meeting of the club, followed by a program presented by the Home Department.

Mrs. Russell A. DeHart will give the history of New Jersey glassware and will exhibit her collection of choice pieces.

Members so desiring may bring old glassware of their own for Mrs. DeHart to examine.

IN PARADE

Although the local corps did not place at Vineland on Friday evening, they made a fine showing. Three of the four prizes were awarded to cadet corps from Philadelphia, Audubon, placed fourth. An exhibition was given by the various cadet corps following the parade and the Palmyra corps played "Hail Pennsylvania" as their number. Thousands of persons viewed the affair.

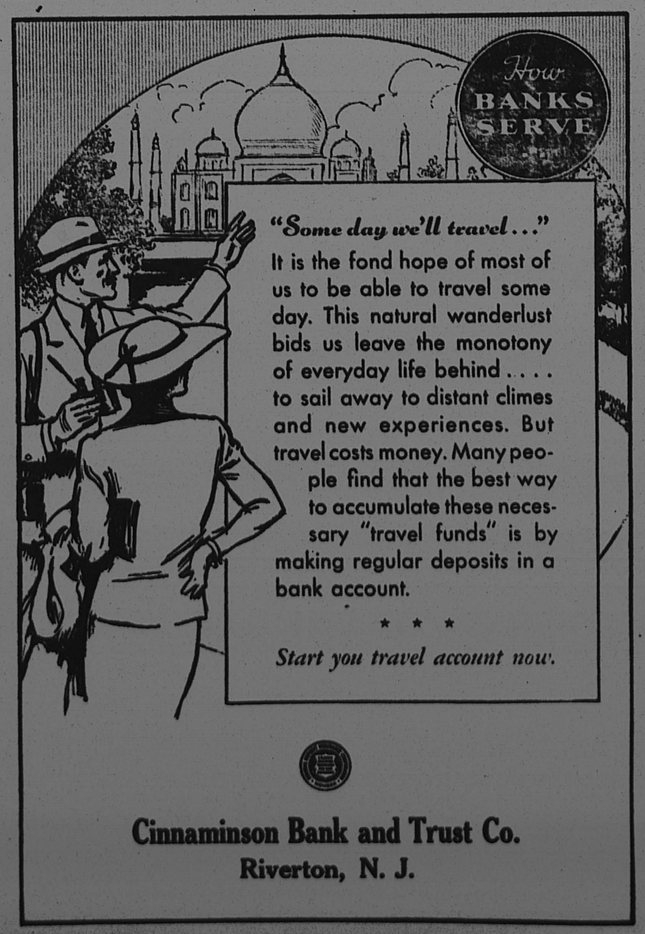
POINDEXTER, TAILOR

The tailor shop of Peel Poindexter, Riverton, is a business of long standing in these communities. Mr. Poindexter has always been particular of the quality of his workmanship in the cleaning, dyeing and pressing business and is noted for his dependable delivery service.

In 1917, The New Era was printed on pages that measured 20 by 28 inches.

DON'T STOP ME NOW!

I'm on my way to get a ride in a
1940 FORD V-8!
The NEW-FASHIONED CAR with 22 IMPORTANT IMPROVEMENTS
Ask Us to PROVE It's Now-Fashioned!
LESTER S. FORTNUM
119-125 West Broad Street, Palmyra, N. J.
Telephone Riverton 1180
FORD DEALERS OFFER LOW FINANCE RATES



"Some day we'll travel..."

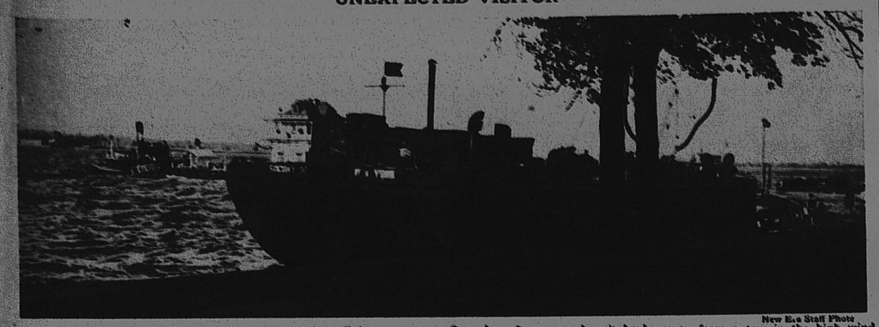
It is the fond hope of most of us to be able to travel some day. This natural wanderlust bids us leave the monotony of everyday life behind .... to sail away to distant climes and new experiences. But travel costs money. Many people find that the best way to accumulate these necessary "travel funds" is by making regular deposits in a bank account.

* * *

Start you travel account now.

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

UNEXPECTED VISITOR



New Era Staff Photo

"Esso 30," a gasoline barge, which grounded at Fulton street on Saturday afternoon when it broke away from a tow in the high wind. Removal operations were complicated by the presence of the Roden baugh cruiser (extreme right) which was also lodged against the bank at the same point.

MAIN ST. MARKET

WALD and CARHART, Props.
528 MAIN STREET
Next to Chew's Bakery
RIVERTON
Phone 904 FREE DELIVERY

Spinach 5c lb

Beets 5c bunch

Large Bunch BROCCOLI
15c

LARGE HEADS
CAULIFLOWER
10 and 15c

Red or Yellow SWEETS
3 lbs 14c

California CARROTS
2 bchs 15c

WINESAP APPLES
3 lbs 14c

Large Juicy ORANGES
23c doz

Large D'ANJOU PEARS
6 for 23c

Large Size GRAPEFRUIT
3 for 20c

SEEDLESS GRAPES
2 lbs 25c

FRESH KILLED JERSEY
TURKEYS
8 to 10 lb
lb 29c

FRESH
Shlds of PORK lb 17c
5 to 6 lb avg

FRESH KILLED JERSEY
ROASTING CHICKENS
5 to 6 lb avg
lb 32c

Legs of Lamb
lb 24c

VOGT'S TRIPLE TENDERIZED
HAMS
Shank End, 6 lb avg
lb 17c

VOGT'S VO KEES
lb 23c

BACON (Piece)
lb 19c

MEAT LOAF, 3 Varieties
¼-lb 5c

Skinless HALF SMOKES
lb 25c

RIVERTON

Mr. and Mrs. Arthur Burns, of Thomas avenue, attended the annual Homecoming Day festivities last Saturday at Worcester Polytechnic Institute, Worcester, Mass., where they witnessed their son Arthur, a student at W.P.I., win his letter in a cross country race.

Mrs. John Abell, of Elm terrace, president of the Riverton P.T.A., is attending the state convention of the New Jersey Congress of Parents and Teachers in Atlantic City.

The winners in the Business and Professional Women's Candy Club for the past two weeks were Mrs. Thelma Baylor and Miss V. M. Brower. Five more members can be accommodated.

Miss Dolores Biddle, of 301 Front street, Riverton, has been elected secretary of the elementary club at the West Chester State Teachers College. Miss Biddle, daughter of James N. Biddle, is a senior in the elementary curriculum.

Miss Biddle is also a member of the Day Student division of the Young Women's Christian Association.

The Pal-Ton Sub-Debs will hold a Hallowe'en party on Friday evening at the home of Eleanor Kavanaugh, of 422 Linden avenue.

Mrs. George Carnie, Mrs. Gertrude Lynch, Mrs. Edwin Leavy, of Riverton, and Mrs. Lillian Whartnaby, of Cuthbert Road, Palmyra, attended the Hallowe'en celebration held at Vineland last Friday evening.

Doris Massey, of Elm avenue, entertained the eighth grade of the Sacred Heart School, at a Hallowe'en party at her home last Friday evening.

The Sacred Heart P.T.A. entertained the children of the Sacred Heart School at a Hallowe'en party on Wednesday afternoon.

The Original Rivertown Ladies club will hold their weekly social card party at the home of Mrs. George Carnie, of Thomas avenue, this evening (Thursday).

The winner of the Sacred Heart P.T.A. miscellaneous club last week was Mrs. Robert McCamy, of Lippincott avenue.

The Rivertown Ladies Club gave a Hallowe'en party at the Old Mill Inn, on Tuesday evening.

Mrs. S. J. Coddington, of Linden avenue, is celebrating her 85th birthday today.

WAGNER—RIEGER

The marriage of Miss Jean Norris Rieger, daughter of Mrs. Laura M. Rieger, of 207 Elm avenue, Riverton, and Harry R. Rieger, of Philadelphia, to Harold Edward Wagner, son of Mr. and Mrs. William Wagner, of East Riverton, took place at 4 o'clock on Saturday afternoon at Christ Church, Riverton, the Rev. Francis B. Downs performing the ceremony.

The bride's gown was of ivory faille, made with a hoop skirt. Her bouquet was of white roses and lilies of the valley.

Miss Dorothy Rieger served as her sister's maid of honor and her gown was of rose faille. She carried a bouquet of crysanthemums.

The bridesmaids were Miss Ruth Bartley, of Riverton; Miss Dorothy Shaner, of Palmyra, and Mrs. Charles Pywell, of Philadelphia. They were dressed in blue with ostrich plume hats.

Robert Finn, of Palmyra, served as best man and ushers included Harry R. Rieger, brother of the bride, Wayne Ambler, of Abington, and Donald Martin, of Camden.

David Houston, of Philadelphia, was the soloist and G. Lincoln Ridley played the weddinng march.

A reception followed the ceremony at the home of the bride, after which Mr. and Mrs. Wagner left on a wedding trip to the southern states.

Attending the ceremony and reception were many of the Philadelphia Athletics.

Both Mr. and Mrs. Wagner are graduates of Palmyra High School, Mr. Wagner having also attended Duke University, prior to joining the Athletics in 1938.

Mr. and Mrs. Wagner will make their home at 1007 Morgan avenue, Palmyra.

STEBBINS—EVANS

Calvary Presbyterian Church was the scene of a very pretty wedding on Saturday when Miss Carolyn Cole Evans, daughter of Mr. and Mrs. W. R. Evans, became the bride of Melvin Stuart Stebbins, son of Mr. and Mrs. Alphonso Stebbins, of Sayre, Pa.

The bride, was given in marriage by her brother, William, selected a gown of white satin, princess lines, with a long train. She wore a finger length veil and her face veil was held in place with a pearl tiarra. Her bouquet was of white roses and gardenias.

Mrs. William Evans, Jr., sister-in-law, was matron of honor and wore a gown of powder blue satin, with face veil to match dress. She carried an old fashioned bouquet of pink roses and pompons.

Mrs. Russell Rivers and Miss Ruth Horner, of Palmyra, served as bridesmaids and wore long dresses of rose, rust satin, with matching face veils. They carried old fashioned bouquets of talisman rases and pompons.

Ushers were Joseph Rogers, of Palmyra and Ellis Lewis, of Beverly. Russell Rivers, of Palmyra, was best man.

The bride's mother wore dubonnet chiffon velvet with matching accessories and a corsage of gardenias.

The groom's mother selected a blue gown and also wore a corsage of gardenias.

After a wedding trip to Atlantic City, Mr. and Mrs. Stebbins will make their home at 703 Main street.

A preparation of oil, soap and water was recommended for the surface of local streets in 1909.

CHRISTIAN SCIENCE CHURCH

First Church of Christ, Scientist
Thomas Ave. and Seventh St.
Riverton, N. J.

Sunday School, 11 a.m.
Sunday Services, 11 a.m.
Wednesday, 8.00 p.m.
Reading Room in Church Building Thomas Ave. and Seventh St., Riverton, open Tuesday and Friday, 2.30 to 4.30.

PALMYRA

Mrs. Hayes B. Brady, entertained at bridge, on Tuesday evening.

The winner of Shulman's merchandise club last week was Miss Buohl, of Broad street, Palmyra.

John O'Neil, of Public Road, is recovering from influenza.

Edwin Redfield, of Pennnsylvania avenue, has been seriously ill during the past week.

Miss Pearl Creecy, who is the New Jersey Roll Call field representative from the National Red Cross was the guest speaker at the Red Cross weekly meeting at the home of Mrs. Milton M. Klotz, of Highland avenue, on Wednesday afternoon. Several garments from the Palmyra chapter were give to the National Red Cross at this time.

John Sarka, of Lincoln avenue, is recovering from an appendicitis operation recently at the West Jersey Hospital.

Miss Mary Kelly, and John Civile, of Ventnor, have returned home after a week's stay with Harry Kemmerle, of West Broad street.

Mrs. I. H. Presker, of Highland avenue, was the dinner guest of Mrs. John Feufuer, at St. Joseph's Home, Merion, Pa.

Many of the friends of Commander Ryan, of Fourth and Cinnaminson streets, are glad to see him about again, following his illness of several weeks.

William Crabe, of Pittsburgh, and Leonard R. Baker, Jr., both students at Gettysburg college spent the weekend with Mr. and Mrs. Leonard R. Baker, of Garfield avenue.

Two sisters from the St. Bonaventure Convent, Philadelphia, were guests of Mrs. I. H. Presker, of Highland avenue, on Sunday.

The Lucky 13 club were enterained at dinner at the home of Mrs. Thomas Braddock, of Lecony avenue, on Monday evening.

Mrs. John Hoepfner, of Washington avenue, Palmyra, P.T.A. president, is attending the State P.T.A. convention being held in Atlantic City, this week.

ABOUT TOWN

Catherine Chalmers, Walter Drew, and Bernard Coe, were among those from Westfield Friends School attending the Scholastic Press Clinic held at Rutgers University last Saturday.

Mrs. Charles H. Yost, of Thomas avenue, is attending the State P.T.A. convention today in Atlantic City.

Miss Virginia Collar, of Linden avenue, entertained the seventh grade of the Sacred Heart School at a Hallowe'en party on Friday evening.

Because of Election Day, the Cinnaminson Bank and Trust Company will be closed on Tuesday of next week, November 7.

RED CROSS

Today, with war devastating Europe again, the Red Cross is answering the appeals for aid. In the meantime, the Red Cross stands ready at every hour, day and night, to answer appeals for aid.

To do this, the Red Cross annually conducts its membership Roll Call drive, when funds are raised to finance the work of the year, both by the national organization and the local chapters.

When the Burlington County Chapter opens the Roll Call drive in the county on November 11, efforts will be made to have the typical Red Cross window insignia in every home of the county, and a membership button on the lapel of every man and woman.

As in no other year of the past two decades, is the Red Cross appeal this year urgent. Needing more than one million new members, "the greatest mother" faces the future with terrific responsibilities.

No one knows just where disaster will strike next, but the Red Cross vigilantly watches for it, and is on the job.

ALUMNI DANCE, SOCIAL

The Palmyra High School Alumni Association will give a dance and social on Saturday evening at 8.30 at the Riverton Porch Club. The music will be furnished by Bob Horton's Quintet, who played at Beach Haven during the summer. The admission to this dance will be by membership card only. A membership card of the organization may be obtained on Saturday at the door.

OBITUARIES

MRS. EMMA A. BRADLEY

Mrs. Emma A. Bradley, of 420 Morgan avenue, died on Tuesday, October 31. Mrs. Bradley was in her 93rd year.

Funeral services will be held on Saturday at 1 p.m. from the Snover Funeral Home, the Rev. William A. Boyd officiating.

Interment will be made in West Laurel Hill Cemetery, Philadelphia.

The deceased is survived by two daughters, Mrs. Zinnie Orcutt and Mrs. Adelaide B. Nichols and her granddaughter, Mrs. Elva King, all of Morgan avenue.

HORATIO G. J. LEE

Horatio G. J. Lee, of 1008 Garfield avenue, died suddenly at his work on Friday, October 27.

Funeral services were held on Tuesday at 2 p.m. from the Snover Funeral Home, the Rev. George Lockett officiating.

Interment was made in Morgan cemetery.

The deceased is survived by his wife Hannah and a son Jarvis, of the same address.

MRS. ALMA E. WALLIN

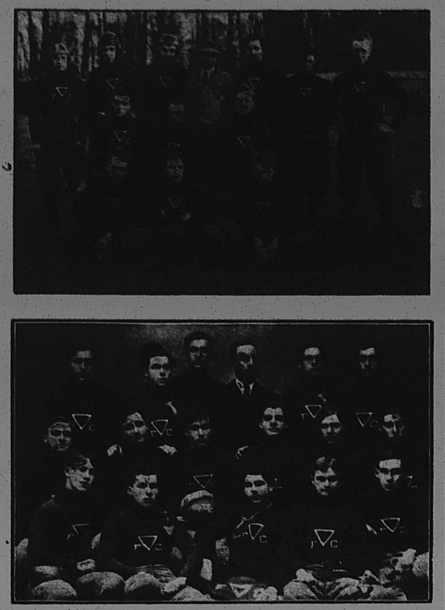
Mrs. Alma E. Wallin, 91, of 400 Thomas avenue, died on Saturday, October 28.

Funeral services were held on Tuesday, at 12.30, from the Snover Funeral Home, the Rev. Charles T. Bates officiating.

Interment was made in Morgan Cemetery.

The deceased is survived by her niece, Mrs. Frank A. Bell and a nephew, Lawrence Peterson, of Riverton.

FIELD CLUB WARRIORS



Two of the famous football teams that carried the colors of the Palmyra Field Club to fame on the gridiron. This organization, now defunct, was established in 1903 and, at one time, had a very large membership. The receipts for the year 1908, from its many activities amounted to well over $1500.00.

Baseball, football and basketball teams were sponsored by the club.

BETTY PETTY STUDIO STARTS FOURTH YEAR

The Betty Petty Beauty Studio at 519 Cinnaminson avenue, Palmyra, is starting its fourth year in business here. The shop was equipped in the beginning with the very latest in modern beauty culture apparatus and furnishings, and has since kept pace with all of the latest improvements known to the trade.

Betty Petty opened the studio at the completion of a thorough schooling in beauty culture and the necessary training period. Her work soon gained the enthusiastic approval of discerning women and the business grew with unusual rapidity.

Today both Betty Petty and a well trained assistant are kept busy attending, to the beauty culture needs of a very fine local clientele.

REEVES OPERATES ROGERS FIRM

Leslie W. Reeves, well known to local residents for many years, realtor at 529 Cinnaminson avenue, Palmyra, has operated the George W. Rogers realty and insurance firm successfully since 1928.

"Les" as he is better known is counted among the progressive local agents and has contributed his share towards community development.

He is the assessor for the Township of Cinnaminson and is a member of the Township's Board of Education.

His office has been responsible for the sale of many properties in all three communities and has rendered intelligent insurance service to hundreds of local property owners.

SPINNING WHEEL POPULAR SPOT

The Spinning Wheel Gift Shop, located at 531 Cinnaminson avenue, Palmyra, although but a year old, is a popular spot for local shoppers.

The shop is owned by Miss Freda Keen, of Merchantville, is operated by Miss Blanche Blahos. The management always awake to the very latest in popular gift items keeps the store well stocked with merchandise that pleases.

The shop recently took on a new lending library service that is rapidly gaining favor with its patrons.

Frank A. Mathews, Jr., was elected New Jersey State Commander of the American Legion in 1925.

RULE TO BAR CREDITORS
EXECUTORS NOTICE

Estate of CLARA R. B. JESSUP, Deceased.

Notice is hereby given that an order has been made by the Surrogate of the County of Burlington, bearing date the 26th day of September, 1939, upon application of the subscriber, Executor, requiring the creditors of Clara R. B. Jessup, late of the County of Burlington, deceased, to bring in their claims against the estate of the said decedent, under oath or affirmation, on or before March 1940, or they will be debarred of any action therefor against the said Executor.

CINNAMINSON BANK and TRUST COMPANY OF RIVERTON, NEW JERSEY,
Executor.

Proctor: Joseph S. Low.
Dated: Sept. 28, 1939.
10-3 to 11-2-39

RULE TO BAR CREDITORS

Administrator c.t.a. Notice

Estate of SYLVIA B. WILLITS, Deceased.

Notice is hereby given that an order has been made by the Surrogate of the County of Burlington, bearing date the 14th day of October, 1939, upon application of the subscriber, Administrator, c.t.a., requiring the creditors of Sylvia B. Willits, late of the County of Burlington, deceased, to bring in their claims against the estate of the said decedent, under oath or affirmation, on or before April 14, 1940, or they will be debarred of any action therefor against the said Administrator, c.t.a.

OLIVER G. WILLITS,
Administrator c.t.a.

Proctor: Boyle and Archer.
Dated: October 14, 1939.
10-19 to 11-16

Township of Cinnaminson in the County of Burlington

NOTICE OF SALE OF LAND FOR UNPAID TAXES

NOTICE is hereby given that I, Joseph E. Keating, Collector of the Township of Cinnaminson, in the County of Burlington, New Jersey, pursuant to the authority of the statutes in such case made and provided, will on Saturday, the eleventh day of November, 1939, at one o'clock in the afternoon of said day at the

OFFICE OF THE TOWNSHIP COLLECTOR ON THE NORTH SIDE OF BROAD ST. WEST OF POMPESTON AVE., EAST RIVERTON, BURLINGTON COUNTY, NEW JERSEY

in said taxing district, sell the several lots and parcels of land hereinafter described to make the amounts severally chargeable against the same, as hereinafter set forth. Said lots and parcels of land will be sold for the amounts chargeable thereto on the first day of July, 1939, together with interest from said date to date of sale, with cost thereof, to such person or persons as will purchase the same for the lowest rate of interest on redemption, but such rate shall not be more than 6 per cent. per annum.

This sale is made under the provisions of an act of Legislature entitled "An Act concerning unpaid taxes, assessments and other municipal charges on real property, and providing for the collection thereof by the creation and enforcement of liens thereon" (Revision of 1918) being P.L. 1918, p. 283, as supplemented and amended.

The lots and parcels of land to be sold and the names of the owners thereof against whom the said taxes and liens have been assessed and the amounts of the same including interest to July 1st, 1939, are as follows:

		Int. to July 1st
Fusco, Felice and Rosina, lot, New Albany		
1936 Taxes	$ 3.26	$ .49
1937 Taxes	3.26	.39
1938 Taxes	3.44	.22
Drinkwater, Richard and Mary, lot at Perry, part of lots 1 and 2		
1935 Taxes	3.26	.69
1937 Taxes	3.26	.39
1938 Taxes	3.44	.22
Fenimore, Laura Est., lot Palmyra Extension, North West 20 ft. of lot 205 South East 30 ft of lot 204		
1935 Taxes	1.76	.19
1937 Taxes	3.26	.39
1938 Taxes	3.44	.22
Fenimore, Laura Est., lot Palmyra Extension, lot 205 and South East 10 ft. of Lot 204		
1935 Taxes	4.78	.73
1937 Taxes	6.04	1.17
1938 Taxes	3.44	.22
Fenimore, Laura Est., lot 215 Palmyra Extension		
1935 Taxes	4.78	.73
1937 Taxes	6.04	1.17
1938 Taxes	3.44	.22
Moore, Fred, house and lots, East Riverton, lots 20 and 21		
1935 Taxes	22.82	3.63
1937 Taxes	22.96	3.73
1938 Taxes	24.08	1.54
Moore, Fred, lot, East Riverton Lots 43 and 47		
1935 Taxes	1.76	.19
1937 Taxes	3.26	.39
1938 Taxes	3.44	.22
Vincent, Geo., lot 35		
1935 Taxes	3.26	.69
1937 Taxes	3.26	.39
1938 Taxes	3.44	.22
Davis, Geo. W., lot G. 3		
1935 Taxes	3.26	.69
1937 Taxes	3.26	.39
1938 Taxes	3.44	.22
Turner, Chas. L., lot M 15		
1935 Taxes	3.26	.69
1937 Taxes	3.26	.39
1938 Taxes	3.44	.22
Lewis, C. B., lot East Riverton		
1935 Taxes	58.36	6.36
1936 Taxes	110.04	16.66
1937 Taxes	104.96	12.46
1938 Taxes	6.66	.44
Lewis, C. B., lot East Riverton		
1935 Taxes	16.30	2.45
1937 Taxes	16.48	1.95
1938 Taxes	17.20	1.10

NOTICE OF REGISTRY AND ELECTION

In conformity with the provisions of Title 19, Revised Statutes, and the amendments thereof and supplements thereto

NOTICE is hereby given that the District Board of Registry and Election in the

BOROUGH OF RIVERTON

in the County of Burlington, will meet on the dates and at the place hereinafter designated:

AT
FIRST DISTRICT

All that portion situate East and West of the Pennsylvania railroad and bounded by the following streets: Borough line from Main street, to Pompeston Creek, to Bank avenue, to Penn street, to Third street, to Church lane, to Fourth street, continuing through Church lane to Broad street, thence East of the Pennsylvania railroad on both sides of Main street, excluding the Collins building, to the point of starting at the Borough line, containing therein the following streets: Bank avenue, Second street, Third street, Fourth street, Fifth street, Broad street, Seventh street, Eighth street, Ninth street, Fulton street, Howard street, Cinnaminson street, Main street, Penn street, Church lane and Cedar street.

RIVERTON FIRE HOUSE
503 Howard Street

SECOND DISTRICT

All that portion East of the Pennsylvania railroad bounded by the following streets: Broad street to Elm avenue, to Borough line, to rear of Main street property line, to Harrison street to Main street, to starting point at Broad street, containing therein the following streets: Broad street, Harrison street, Seventh street, Midway, Eighth street, Park avenue, Highway, Shrewsbury Road, Elm Terrace, Linden avenue, Thomas avenue, Lippincott avenue and Cherry lane.

J. S. COLLINS BUILDING
Main Street

THIRD DISTRICT

All that portion situate west of the Pennsylvania railroad trecks and bounded by the following streets: Broad street from Penn street to Elm avenue, Elm avenue to Bank avenue, Bank avenue to Penn street, and all that area south of Penn street containing therein the following named avenues and streets: Lippincott, Thomas, Linden, Front, Second and Pearl.

H. D. HULLINGS & SON
PLUMBING SHOP
202 Broad Street

AND NOTICE is further given that a GENERAL ELECTION will be held in said Borough at the place of registration on

TUESDAY, NOVEMBER 7, 1939

between the hours of seven o'clock a.m. and eight o'clock p.m. for the purpose of electing the following:

Member of the State Senate.
Member of the General Assembly.
County Clerk.
Coroner.
Two (2) Members of the Board of Chosen Freeholders.
Mayor (Full Term).
Two (2) Councilmen (Full Term).
Four (4) Justices of the Peace.

PUBLIC QUESTION

The following will be submitted to the voters for adoption or rejection at the General Election, November 7th, 1939:

"An Act authorizing the creation of a debt of the State of New Jersey by the issuance of bonds of the State in the sum of twenty-one million dollars ($21,000,000.00) for the relief of the people of the State from the hardships and suffering caused by unemployment and the effects thereof on the public health and welfare; providing the ways and means to pay the interest of said debt, and also to pay and discharge the principal thereof; and providing for the submission of this act to the people at a general election."

DANIEL M. CLIFTON,
Borough Clerk

NOTICE OF REGISTRY AND ELECTION

In conformity with the provisions of Title 19, Revised Statutes, and the amendments thereof and supplements thereto

NOTICE is hereby given that the District Board of Registry and Election in the

TOWNSHIP OF CINNAMINSON

in the County of Burlington, will meet on the dates and at the place hereinafter designated:

AT
FIRST DISTRICT

All that portion of Cinnaminson Township bounded as follows:

Beginning at a point in the intersection of Route 23 and the Delran township line, continuing West on the South side of Route 25 to the Pompeston Creek, thence North along the East side of Pompeston Creek to the borough line of Riverton, thence West along the borough lines of Riverton and Palmyra to the intersection of Cinnaminson avenue, thence South along the East side of Cinnaminson avenue, crossing Route 25 to the intersection of Church Road thence continuing along the East side of Church Road to the Moorestown township line, thence continuing East along the Moorestown township line to intersection of the Delran township line, thence continuing North along the Delran township line to the place of beginning.

MISSION BUILDING
Near Public School Building

SECOND DISTRICT

All that portion of Cinnaminson Township bounded as follows:

Beginning at the point of intersection of the North side of Route 23 and the Delran township line, continuing North along the Delran township line to the Delaware river, thence continuing West along the Delaware river to the East bank of the Pompeston Creek, thence continuing South along the East bank of the Pompeston Creek to the North side of Route 23, thence continuing East along the North side of Route 25 to the place of beginning.

FIRE HOUSE, DELAWARE FIRE CO.
East Riverton

THIRD DISTRICT

All that portion of Cinnaminson Township bounded as follows:

Beginning at a point in the intersection of the West side of Church Road and the Moorestown township line, continuing North along the West side of Church Road to the intersection of Cinnaminson avenue and continuing North on the West side of said Cinnaminson avenue across Route 25 and continuing to the Palmyra borough line, West along the Palmyra borough line to the Pennsauken Creek, thence in a Southerly direction along the East bank of said Pennsauken Creek to intersection of Petty's Creek and Chesterfield line, thence East along the Chester and Moorestown township lines to the place of beginning.

PARRY FIRE HOUSE
Cinnaminson Avenue

AND NOTICE is further given that a GENERAL ELECTION will be held in said Township at the place of registration on

TUESDAY, NOVEMBER 7, 1939

between the hours of seven o'clock a.m. and eight o'clock p.m. for the purpose of electing the following:

Member of the State Senate.
Member of the General Assembly.
County Clerk.
Coroner.
Two (2) Members of the Board of Chosen Freeholders.
One (1) Member of Township Committee (Full Term).
One (1) Township Clerk.
One (1) Justice of the Peace (Full Term).

PUBLIC QUESTION

The following will be submitted to the voters for adoption or rejection at the General Election, November 7th, 1939:

"An Act authorizing the creation of a debt of the State of New Jersey by the issuance of bonds of the State in the sum of twenty-one million dollars ($21,000,000.00) for the relief of the people of the State from the hardships and suffering caused by unemployment and the effects thereof on the public health and welfare; providing the ways and means to pay the interest of said debt, and also to pay and discharge the principal thereof; and providing for the submission of this act to the people at a general election."

HAROLD B. WEST,
Township Clerk

MANY YEARS OF SATISFACTORY SERVICE TO A DISCRIMINATING PUBLIC

PEEL POINDEXTER
CLEANING - PRESSING
DYEING
RIVERTON

Congratulations to The New Era

New Shoes From Old
"AMICO"
Electrical Vulcanized Resoling
No Nails
No Stitches
Shoes Shined

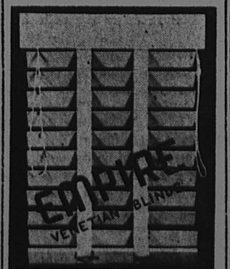
UNITY SHOE REBUILDERS
105 W. Broad St. Palmyra

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. Kuensell, Prop.
RIVERTON, NEW JERSEY
Phone, Riverton 972

Do You Know They Cost
SO LITTLE?



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Up to 28 inches wide and 5 feet, 4 inches long $2.95

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WINDOW SHADES
Purchased Here Are Measured and Installed Free

SCHWERING'S
305 East Broad Street, Palmyra
Phone Riverton 28
OPEN EVERY EVENING
until 9 p.m.

START LOOKING NOW for CHRISTMAS

SEE OUR COMPLETE LINE OF FARNSWORTH R.C.A. and ZENITH RADIOS—also

NORGE

ELECTRIC Refrigerator
$ 149.50 up
ELECTRIC RANGE
$ 89.95 up
WASHING MACHINE
$ 54.95 up
GAS RANGE
$ 49.95 up
ELECTRIC IRONERS
$ 49.95 up
ELECTRIC ROASTERS
$ 24.95 up

C. WARD LOWDEN
514 Cinnaminson Avenue
Palmyra, N. J.
Phone 717

THE NEW ERA

Incorporated

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LEGAL ADVERTISEMENTS

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

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Philadelphia Advertising Representative

WM. NEVILLE & ASSOCIATES, Inc.

12 South 12th Street, Philadelphia, Pa.

Appreciation

In presenting this, the Fiftieth Anniversary Edition of The New Era, the officials of The New Era, Inc., wish to express sincere appreciation to the readers and advertisers in Riverton, Palmyra, Cinnaminson and other localities whose loyal support has enabled this newspaper to reach the half-century milestone.

Thanks are also accorded to the advertisers who have made this issue possible. Their respective messages contained herein, present information which should prove valuable to all the readers of this newspaper. We recommend that they be perused with the same attention that is accorded other reading material.

Many have assisted in various ways by contributing data for this edition, and their assistance is gratefully acknowledged.

Every effort has been made to present an historical account of the large number of organizations in this section. The work has required several months of effort and, should there be omissions or errors, we ask the indulgence of our readers. In a task of this magnitude, we can simply say that we have done our best.

The loyal support of the employees of The New Era has also contributed materially in the production of this issue of 72 pages.

The New Era now, as in the past, reiterates its policy of sparing no effort to present all the news worth printing from Riverton, Palmyra, Cinnaminson and vicinity, giving impartial and accurate accounts of such occurrences. We want you to feel that this is YOUR NEWSPAPER. Suggestions or contributions from readers are always welcomed.

Community service has been the keynote of this organization for fifty years, and, with your continued support, we shall endeavor to maintain this ideal.

The General Election

Tuesday of next week, November 7, is General Election Day and it behooves every Republican voter to go to the polls and cast his or her ballot for the nominees of the Republican party for the various state, county and local offices.

Although the political situation has been somewhat dormant since the Primary Election, the Democrats have been quietly going ahead making plans for a real campaign. The greatest mistake that Republicans can make is to sit idly by without voting in the false assumption that the election has already been won. It never pays to underrate the strength of an opponent.

The words of the chairman of the Burlington County Republican Committee, Frank A. Snover, could very well be adopted as an official slogan. Speaking of the coming election he said, "We must make every effort to roll up the biggest Republican majority in history at the polls on November 7 and demonstrate to all that Burlington County remains true to its traditions of steadfast Republicanism."

Republicans, don't take anything for granted, get out and vote!

The man on the street who condemns the submarine and poison gas the loudest and longest, is liable to jump into his car feeling so mad about the heartless warfare going on in Europe that he will step on the gas accelerator and kill somebody before he gets out of town.—Newton, Kan., Republican.

A number of us find ourselves in this predicament today: We have our backs to one wall, the while we are trying to read the handwriting on another one.—Thomaston, Ga., Times.

A 37½ per cent income tax in Britain this early in the war gives us an inkling of what we might expect in the way of taxes if this country should be drawn in. And the tax burden is already too burdensome to be borne.—Ft. Payne, Ala., Times.

The Snover Funeral Home

The Snover Funeral Home, 213 Broad street, Palmyra, was established by Frank A. Snover in 1921, he having purchased the business formerly conducted by John Merton, at 309 Broad street.

Before coming here, Mr. Snover was a funeral director in Stroudsburg and LeRaysville, Pennsylvania.

John N. Swarts, associated with Mr. Snover, has been connected with the organization for the past 10 years. Mr. Snover's sons, Robert and Walter, are also part of the Snover organization.

Remodeled in 1928

The present funeral home was completely remodeled in 1928 and, since that time, additional improvements have been made, including complete air conditioning and the installation of an organ.

At the time of its organization, the Snover Funeral Home had the finest and best equipment and, since then, every improvement that has received the endorsement of the leaders of the profession has been quickly incorporated into the Snover facilities.

The use of the Home, with every modern facility for the proper conduct of a funeral service, is offered without additional expense. The policy of helping every one to meet his own individual requirements with regard to cost and its policy of quiet, efficient dignified service tend to bring more and more people to rely upon the Snover Funeral Home.

RUDDEROW HAS OLD BUSINESS

Miss Emma B. Rudderow, well known to Rivertonians, has long been established here in the real estate and insurance business. Her office at 520 Main street, Riverton, is frequently visited by local people seeking insurance advice.

Miss Rudderow has an extensive insurance clientele and enjoys an A-1 reputation with the insurance companies she represents. Miss Rudderow too has rendered valuable service to local residents in the handling of their real estate transactions.

1910 TO 1939

New Era Staff Photo

WESLEYAN MEN'S BIBLE CLASS

Epworth M. E. Church, Palmyra

Through this door, men of the community are welcome to enter every Sunday morning at 9.30 and find themselves in a large group averaging about 75 in number, assembled there for one purpose, to know through the Holy Scriptures the mind of God in our lives and destinies.

In addition a great fellowship exists and quite often distinguished talent becomes a part of the very helpful service.

The class is well organized, having the following as officers: honorary president, Dr. J. G. Bickerton; president, Raymond Warner; vice presidents, Floyd W. Spahr; Edward Zeugner and Wesley P. Huyett; secretary, John C. Noone; assistant secretary, Eugene R. Haring; statistician, Joseph E. Turnock; treasurer, Charles E. Dunbar; assistant treasurer, Henry G. Fluck, Jr.; teacher, Reading Z. Poinsett.

Committees: Benevolent, J. Horace Finney, Ralph S. Rivera, Samuel Johnson and Harry Saar; Church Relation, Wesley P. Huyett, James Hartley, Harry Rudduck and Walter Schappell; Finance, Dr. H. B. Mark, James Holt and George Friday; Librarian, Clayton Billard; Membership, Edward Zeugner, James Davidson, Conrad Friday, Alfred Rose and William Oliver; Music: pianists, Dr. H. B. Mark, William Stephenson, Martin Vogt and Joseph E. Turnock; violinist, Fred W. Schroepfer; chorister, A. B. Parker; leader of class quartet, Edward Jones; publicity, Dr. J. G. Bickerton, Ralph Rivers and Clayton Billard; Property Custodian, Harry Mills; Reception, Walter W. White, J. W. Evaul, Stanley Hoptroff and William Whiteside; Sunday School Board Representative, Ernest H. Senior; Visiting Committee, Floyd W. Spahr, Harry Curry and Harry Holt.

Teachers were difficult to obtain in 1917, the Riverton Board of Education working all summer to fill two vacancies.

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PUBLIC SERVICE

A-7198

PALMYRA PLAYS ANOTHER DRAW

Local Performance Rude Jolt to Rundlemen; Enemy Is Outplayed

Burlington High's football hopes received a rude jolt last Saturday afternoon when Palmyra, supposedly marked for defeat, completely outplayed the Blue and White to earn a 6-6 stalemate and only narrowly missed romping off with the decision when two almost certain touchdowns drives bogged down in the shadow of the Burlington goal posts.

Palmyra's touchdown broke the ice in the first period, while their rival's came on the first play of the last quarter.

The exceptionally high wind raised havoc with the punts of both sides and also blew many aerials from their intended course.

First Score

Palmyra wasted little time in pushing over a six-pointer, starting the drive from the Burlington 43, with Flournoy and O'Neill cracking the line for 18 and 7 yards respectively.

Jim Hoff, on the next play, took the ball on a fake reverse and raced 18 yards for a touchdown. O'Neill's try for the extra point was wide.

Palmyra kicked to the Burlington 22, with Makuka, returning the ball to the 30. Coates, tried two passes both being incomplete. Ghual, kicked out of bounds in midfield as the first quarter ended.

Wind Hurts

Hoff, dodged 22 yards to Burlington's 28 yard line, registering another first down. Flournoy, and Stickle, each picked up two yards but Palmyra lost the ball on downs. Ghual punted to O'Neill, who was tackled on his own one yard stripe. Hoff, went through center for a gain of one yard, but being forced to kick, O'Neill, booted the ball out of bounds on the 13, Makuka, gained a yard and attempted a pass when he was thrown for a 13 yard loss. The half ended relieving the pressure.

Almost immediately after the kick-off Stickle, recovered a Burlington fumble on Burlington's 28. Here the Diamondmen began to march again being led by Flournoy. He gained 8 yards, placing the ball on the 20, O'Neill went through for a gain of 2 and Flournoy for 4, O'Neill was stopped on the next play but Flournoy, went to the 13 registering a third first down for Palmyra. O'Neill, proceeded to the 8 yard strip but Flournoy's plunges were curbed three times in a row as Burlington took possession on their own 8.

Tied Up

Ghual, punted 67 yards and the Blue and White line held Palmyra. O'Neill, kicked out of bounds on Burlington's 36 and, on five straight plays, Makuka, gained plenty as the third period ended with the oval on Palmyra's one yard line.

Makuka went over for the Burlington touchdown on the next play to tie the score. He was halted by the Palmyra line on a plunge for the extra point.

Seven to Five

Following the Burlington touchdown, the kickoff was blocked by Thomas and recovered by Alexander. A first down was racked up by Burlington as Makuka, made two line plunges. The locals braced, McDermott snaring a Burlington pass on Palmyra's 18. The waning moments of the game were played in the midfield, the fracas ending with the ball in Burlington's possession on their own 32.

Palmyra garnered seven first downs to Burlington's six.

The contest should have been a victory for the locals as they dominated during practically the entire game. Palmyra moved deep into Burlington territory several times while Burlington made only one serious threat.

The Lineup

Palmyra		Burlington
McDermott	RE	Tomafsky
Calhoun	RT	Smith
Liberi	RG	Kee
VanEmburg'	LG	Gennett
Karns	LT	Thomas
Trotta	C	Schued
Schlindwein	LE	Dennis
O'Neill	RH	Coates
Flournoy	LH	Martin
Stickle	QB	Ghual
Hoff	FB	Makuka

Score by periods:

Palmyra	6	0	0	0	—6
Burlington	0	0	0	6	—6

Palmyra substitutions — Faunce, Flournoy, Keen, VanEmburgh.

Burlington substitutions — Alexander, Smith, Kee.

Touchdowns: Hoff, Makuka. Referee: Bass. Head linesman: Smith. Umpire: Crilley.

KEATING'S STORE POPULAR WITH LARGE NUMBER

L. L. Keating, a native of Riverton, and better known to most of our townspeople as "Chappie" has operated his store at the corner of Broad and Main streets, Riverton since 1923.

Through these sixteen years he has been assisted by his wife Blanche and for the past fifteen years by Frank Curzie. The friendly courteous service rendered by all three of these people tending store has done much to make it a popular shopping spot for the merchandise they handle.

The store carries a full line of patent medicines, gifts, stationery, toilet articles, candies, tobacco, greeting cards, ice cream, etc.

Following his service in the World War, "Chappie" worked a few years in the bookbinding business and then opened his store at the completion of the then newly constructed Williams-Wright Building.

CARD PARTY AT K. OF C. HOME

The Knights of Columbus have arranged to care for a large crowd at their second card party of the season on Friday evening, November 3rd, at 8.30 o'clock, sharp, in the hall at Broad street and Elm avenue, Palmyra.

The highlight of the evening will be the award of the door prize, a beautiful 26 piece set of silverware. There will be, in addition, 100 other fine prizes. As is usual at Knights of Columbus card parties, refreshments will be served before the distribution of prizes.

Mrs. Otis Myers is in charge of preparations for the event and promises a pleasant evening to all who attend. The donation is thirty-five cents.

SMITH'S HERE MANY YEARS

Smith's store, at 414 Main street, Riverton, is one of the oldest stores in Riverton, having been founded in the year 1901 in the present Price building. The store has filled the needs of local residents in the dry goods and notions line all these years.

Upon the death of her mother recently, Miss Edith Smith became the sole proprietor and operates the store at the present time.

The store has always enjoyed the reputation of handling only the better merchandise and therefore retains the confidence of local buyers.

SPORTS JOTTINGS

Palmyra journeys to Merchantville on Saturday of this week and should easily romp off with the decision.

—o—

Seating facilities for local rooters were very poor at the Burlington game and the arrangements for handling the crowd were worse. The Burlington spectators crowded the sidelines and, at times, surged onto the field, reminiscent of sand lot skirmishes.

—o—

Palmyra and Burlington began their rivalry back in 1911.

—o—

Twenty-five hundred fans attended the classic, there being a large local delegation.

HARRY MOYER COUNTY CLERK CANDIDATE

Harry E. Moyer, of Riverton, the Democratic choice for County Clerk, has led a varied and interesting life, in addition to being active party worker for many years. He is an experienced executive, qualified by business training to give an efficient administration of the Clerk's office.

His experiences include newspaper reporting, publishing of a weekly newspaper, a position as entry clerk with a Philadelphia wholesale firm and 25 years with the Penn Mutual Life Insurance Company. He was for a time associated with Major Cassius E. Gillette, army engineer and ex-filtration chief, City of Philadelphia, and executed important assignments in Mexico and Central America.

Prominent Locally

For 12 years he represented Henry Klein & Co., as a district manager for the Eastern Seaboard, Middle Atlantic states; was president of the Moyer Construction Co., and later held a position with the Reynolds Metals Company. He resigned from the latter firm to serve for three years in the Camden office of the HOLC. At the present time he is Burlington County manager for the American Automobile Association.

For 37 years, Mr. Moyer has been a resident of Riverton and in 1934 he ran for Mayor on the Democratic ticket, losing out by only six (6) votes in that normally Republican stronghold. He was a member of the Board of Education for six years and served as president of that body a number of years ago. He also served another term five year ago and was one of the organizers of the Riverton Town Meeting.

LOWDEN HAS ELECTRIC STORE

C. Ward Lowden, a life long resident of these towns, operates a very successful radio and electrical appliance store at 514 Cinnaminson avenue, Palmyra. He has a broad background of experience in his line and thoroughly understands the mechanics of the business he operates. His name, too, is on the roster of progressive and dependable local merchants.

Mr. Lowden recently enlarged his store and carries a large stock of radio sets. The line includes the famous R.C.A., Zenith and Farnsworth makes in all sizes and models.

Another big feature of his establishment is the complete Norge electrical appliance line including electric refrigerators, washers, stoves, etc.

He is the agent for the extensive Pittsburgh Paint line and also stocks a very complete line of quality sporting goods, electric clocks, Victor records and small electrical appliances.

Plates bearing the names of were placed on lamp posts section during 1909.

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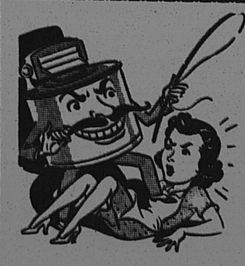

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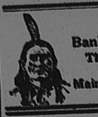
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Burke, Sky Chief, 213.
Cramer, Beverly, 206.
Winkelspect, Riverside, 220.
Headman, Garden State, 207.

The Standing

	W	L
Sky Chief	10	2
Riverside	11	4
Beverly	10	5
Shorten	8	4
Prudential	8	7
Garden State	6	9
Medford	1	14
Palmyra	0	9

Business Men

High Singles:
Schuck, Parry, 206.
Evaul, Fortnum, 220.
Hardy, Lloyds, 223.
Bauer, Dawley, 210.

The Standing

	W	L
Claws	12	8
Bell & Evans	12	8
Dawleys	10	6
Fortnums	11	9
Millside	11	9
Parry Fire	9	7
Farmers	7	13
Lloyds	4	16

Public Service

High Singles—
Lyndall, office, 225.
Caseino, Generation, 209.
Maute, Linemen, 206.

The Standing

	W	L
Commercial	7	2
Office	7	2
Lineman	6	3
Generation	3	6
Bus	2	7
Meter	2	7

Artisans

High Singles:
Reis, Demons, 204.
Vile, Thieves, 207.
Russ, Pirates, 223.
Claws, Bandits, 236.

The Standing

	W	L
Bandits	11	1
Thieves	7	5
Demons	7	5
Pirates	7	5
Footpads	6	6
Highwaymen	6	6
Bootleggers	4	8
Buccaneer's	0	12

Ladies

High Singles:
Miss Goodwin, Murads, 182.
Mrs. Brown, Kools, 164.
Mrs. Shaffer, Luckies, 182.
Mrs. Swartz, 163.
Miss Saylor, 188.

The Standing

	W	L
Kools	13	5
Luckies	13	5
Wings	10	8
Murads	10	8
Marvels	7	11
Camels	1	14

Palmyra Ladies

Goodwin	106	121	161
Denneler	152	123	102
Saylor	134	156	136
Small	101	180	126
Haines	155	129	126
	648*	709*	651*

* wins

Williamstown Ladies

Gurk	155	127	169
Fennell	94	95	82
Carmack	98	106	132
Costello	95	102	109
Ahrens	186	179	142
	628	589	635

POLICE RADIO SYSTEM EXPLAINED

(continued from page 1)

on at least an even footing with the criminal.

Accurate and prompt knowledge of the activities of criminals is an absolute requisite for an effective law enforcement program. It is here that police radio is proving to be an invaluable weapon against crime. Every policing activity is based on speed. Probably the first attempt to use radio in police work was made in 1916 by the New York Police Department, Station KUVS. In 1921 the City of Detroit initiated radio patrol service.

Today, over 650 cities and municipalities have installed police radio systems to serve as a powerful, efficient law enforcement medium.

Municipalities who still seek proof of radio's great advantages and benefits may well ask the following questions:

First: Is the installation of police radio a measure of economy and efficiency?

Second: Does it successfully accomplish the purpose of reducing crime, capturing violators, and increasing protection offered to the citizens of the community in the preservation of life and property?

A squad car can cover larger areas than a foot patrolman or can cover the same area much more frequently.

Police cruisers equipped with radio make it possible to still further enlarge the patrol area. Furthermore, if the car is two-way equipped, it may render all reports to headquarters by radio.

No longer is it necessary for a patrol car to adhere to a fixed route. It need not watch for signal lights to indicate that it is wanted by headquarters.

The weakness of a police system heretofore has been the inefficiency of its communication system. It is not sufficient to be able to reach a patrolman or a police cruiser within a reasonable time. Provision must be made for general alarms to immediately contact police officers so they may prevent the escape of an offender.

Superiority

Herein lies the superiority of radio communication in police work. It is the only method of police communication which is instantaneously positive and places the police in motion before the action is over and trail cold. It is continuous; headquarters is constantly in touch with every radio equipped unit.

As important as the direct economies of police radio are the less direct economies of police administration which such rapid communication makes possible. Lengthy searches and pursuits are considerably curtailed.

Police radio is definitely one phase of the policing industry which may be described as an activity of decreasing costs.

It is a matter of absolute record that the use of police radio does reduce crime. Criminals are known to stay away from cities effectively patrolled with police radio.

Now we come to the question, "Does police radio afford greater protection to the citizens of a community?" Twice the protection is afforded the citizen and his property as the radio squad car can be twice as often to the same place in the same length of time. Citizens have a feeling of greater security when they see an officer of the law more frequently.

Advantages are just as effective in the smaller community as in the metropolitan areas. In this immediate vicinity Haddonfield, Haddon Heights, Woodbury, Collingswood, Haddon Township, and Oaklyn are enjoying the advantages of police radio protection as well as the larger cities of Camden and Trenton.

Definite frequency channels are assigned for use by Police Departments exclusively, and no other broadcasts can be received on these frequencies. Furthermore, police radio systems are tuned to the frequency assigned and must remain tuned to this particular channel.

Two Way Systems

Two-way systems possess very definite advantages over one-way installations.

Two-way equipment makes it possible for the officers in a patrol car to report immediately to headquarters actual conditions at the site of an emergency. They can call for an ambulance and save valuable minutes which might be translated in terms of human lives if spent in needlessly searching for nearby telephone.

Police cars patroling late at night often arrive at the scene of a fire before it is discovered. On such occasions two-way radio makes it possible to report the fire to headquarters so that fire apparatus may be dispatched immediately and the officers are then free to do valuable work before the apparatus arrives.

124/490

IN CHANCERY OF NEW JERSEY

To Harry J. Wills, Nettie Wainright Wills, his wife, Florence Hurst Margerum, Ralph Margerum, her husband, Anna Hurst Ayres, Edward Ayres, her husband, and Robert Hurst, a minor:

By virtue of an order of the Court of Chancery of the State of New Jersey made on the date hereof, in a cause wherein The Township of Cinnaminson in the County of Burlington is complainant, and Clayton Coles and others are defendants, you are required to appear, plead, answer and demur to the bill of the said complainant on or before the twenty-first day of December, 1939, or the said bill will be taken as confessed against you.

The said bill is filed to foreclose a certain tax sale certificate made by Joseph E. Keating, Collector of Taxes of the Township of Cinnaminson, to said Township of Cinnaminson, dated November 23, 1935, and recorded at Mt. Holly, New Jersey, in the office of the Clerk of the County of Burlington, in Book 381 of Mortgages, on page 1 &c., covering lands in said Township described as "65 Acres" and assessed to Anna Bowker Est. on the tax duplicate of said Township.

And you, Harry J. Wills, Florence Hurst Margerum, Anna Hurst Ayres, and Robert Hurst, a minor, are made defendants because it is alleged in said bill that you, respectively, are the owners of an undivided interest or interests in and to the said land and premises;

And you, Nettie Wainright Wills, are made a defendant because it is alleged in said bill that you are the wife of the said Harry J. Wills;

And you, Ralph Margerum and Edward Ayres, are made defendants because it is alleged in said bill that you are the husbands, respectively, of the said Florence Hurst Margerum and Anna Hurst Ayres;

And all of you are, respectively, made defendants to the said suit, for the further reason, as alleged in the said bill, that any interest which you severally and respectively may have in said land and premises is subject to the said tax sale certificate of the said complainant.

WALTER CARSON,
Solicitor of Complainant,
West Jersey Trust Building,
Camden, New Jersey

Dated: October 20, 1939.
4t 11-2 to 11-23-39

AT FOX RIVERSIDE, SUNDAY AND MONDAY

Myrna Loy, Tyrone Power and George Brent star in "The Rains Came" which plays at the Fox Theatre, Riverside, Sunday and Monday.

AMERICAN STORES CO.

MORE BIG VALUES for Week-End Shoppers

Fancy Large Sweet 40-50 Size Calif.
Prunes 2 lbs 15c
From the famous Santa Clara valley. Meaty, fancy quality, new crop, large size. Eat more prunes for health.

Fruit Cocktail largest No. 2½ can **19c**

Natural California **Apricots 2** tall cans **17c**
Rob-Ford Green Jumbo **PEAS 2** 303 cans **25c**
Red Sour Pitted **Cherries 2** No. 2 cans **19c**
Luscious Broken Sections **Grapefruit 2** 14½-oz cans **13c**
Fancy Long Cut **Sauer Kraut 2** No. 2½ cans **17c**
Pillsbury Pancake Flour 3 pkgs **25c**

Heat-flo Roasted **COFFEES**
Fresher, Richer and Fuller Flavor. Every bean is roasted thoroughly inside and out. With the first cup you'll taste the difference.
ASCO A Blend of the World's Finest Coffees lb **18c**
Win-Crest Rich, full bodied. lb **14c**

BEANS Farmdale Cut Sprinkless
ASCO Cut Red Beets
Fresh White Lima Beans
CORN Farmdale Crushed, Yellow Bantam
Your Choice **2** No. 2 cans **15c**

Victor Sliced **Bread**
Delivered FRESH from our immaculately clean bakeries. Try it with Lousella butter.

FORCE Cereal 2 pkgs **15c**
N.B.C. Premium **Crackers** lb pkg **15c**
Gorton's **Fibered Codfish 2** 4-oz pkgs **19c**
Hormel **Spiced Ham** 12-oz can **29c**
Salada Tea Brown Label ¼-lb pkg **18c**
Super Suds 10-oz Red pkg **15c**
BAB-O The Better Cleanser can **10c**
HEINZ Strained Foods 3 cans **22c**
Ovaltine Chocolate Flavored 8-oz can **33c**
CRISCO lb can **18c** 3-lb can **49c**
Creamy Shortening

Waldorf Toilet Tissue 4 rolls **19c**
ScotTissue roll of 1000 sheets **7c**
Scott Paper Towels roll **10c**

National Apple Week!

Stayman Winesap & Greening
Apples 5 lbs 14c
Genuine Idaho Baking POTATOES 5 lbs **14c**
Extra Fancy Delicious APPLES 6 for **18c**
Calif. Buerre Bosc PEARS 6 for **13c**

Grapes Fancy Calif. Emperor **2** lbs **13c**

Cut from Corn-Fed Young Porkers
SWIFT'S Fresh Pork Shoulders lb **15c**
Small and lean—country style—skinned—short shank.
Fancy Steer Beef
BONELESS ROLLED POT ROAST lb **23c**
Fresh Killed—Milk-Fed—Top Grade
Nearby Frying Chickens lb **25c**
The pick of the flock—tender and delicious!

Genuine Young Spring **Legs Lamb** lb **23c**
Kersey's Pure Pork **SAUSAGE** lb **21c**
Kersey's Fresh Meaty **SCRAPPLE** lb **10c**
Armour Brand Smoked **Steer Tongues** lb **29c**
Armour Brand Smoked **Liverwurst** ½ lb **17c**
Armour's Star Assorted Sliced **Baked Loaves** ¼ lb **5c**
Fresh Opened Jersey **Select OYSTERS** doz **15c**
Fancy **Large MACKEREL** lb **12c**
Fresh **Jersey CROAKERS** lb **9c**
Fresh Fillets **Gen. HADDOCK** lb **21c**

Where Quality Counts and Your Money Goes Furthest
These Prices Effective in Our Stores and Meat Markets in Riverton and Vicinity

A SHADY LANE

Cinnaminson avenue, at Fourth street, looking toward the Delaware River as it appeared in 1905. The contrast between this and the appearance of the same section today is most striking. Most of the old trees have disappeared and houses line both sides of the thoroughfare.

Church Notices

CENTRAL BAPTIST CHURCH
Rev. George Lockett, B.D., Pastor

Services Sunday, November 5th.

Bible School 10.00 a.m.—Fair skies brought the attendance in the school last Sunday to a new high. Classes in all departments were noticeably well filled and the interest in the lesson was manifested throughout. May this be a beginning of another banner year. On Tuesday evening, November 7th, officers, teachers and department heads are invited to attend the annual dinner and meeting of the school which will be held in the social hall. Dinner will be served at 6.30 p.m.

Morning worship 11.15 a.m.—The congregation of last Sunday took on the semblance of a special service when the seating of the church was taxed to its capacity. Many visitors were welcomed. The pastor will have as his subject this Sunday, "The Witnesses." The choirs' rendition of new anthems and responses has been received most favorably. At the conclusion of this service, the ordinance of Communion will be observed to which all Christians are invited.

B.Y.P.U. 6.45 p.m.—This service was attended by 30 young people of high school age on Sunday evening last. This attendance is gratifying but it is the desire of this group to make these meetings so interesting that they will double this number.

Evening Service 7.45 p.m.—Covenant Lodge, F. and A. M., will be visitors at the evening service this Sunday. The choir is planning special music for the occasion and the pastor has prepared a special sermon on "The Great Light." It behooves the members of the congregation to be present to welcome our Masonic friends.

WESTFIELD FRIENDS MEETING
Burlington Pike

Sunday Morning
10 o'clock—First-Day School.
11 o'clock—Meeting for worship.
CHRISTIAN SCIENCE CHURCH

SACRED HEART CHURCH
Riverton, N. J.
Rev. John F. Welsh, Pastor
Rev. Vincent A. Luther, Asst Pastor

Sunday Masses—7.00 - 9.00 - 10.15.
Daily Masses—7.00 - 7.45.
Confessions every Saturday—4.00 to 6.00 - 7.30 to 9.00 p.m.

Word has been received from the Chancery Office in Trenton that the Sacrament of Confirmation will be administered in the Sacred Heart Church, Riverton, on Wednesday, November 29th, at 2.30 p.m.

The Sacrament will be given by the Most Reverend Moses E. Kiley, Bishop of Trenton. All adults of the parish who have not yet been confirmed are asked to report at the rectory at 101 Fourth street, Riverton at the earliest possible date. Certain instructions are necessary for those who are to receive this Sacrament. Arrangements will be made at a later date for adult instruction. Instructions for children will begin this coming Friday, November 3rd. Elementary school children will report at Sacred Heart School auditorium on Friday evening at 7.15.

—o—

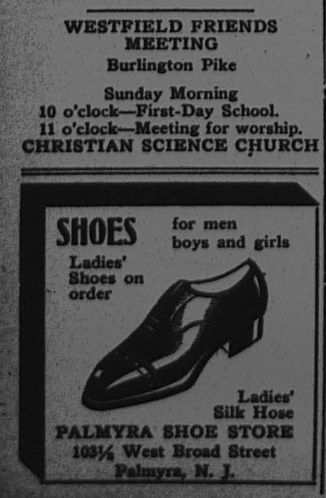
Large crowds have been in attendance at the Novena Devotions in honor of Our Lady of the Miraculous Medal held on Monday evenings at 7.45. Services are but one half hour in length.

—o—

A hayseed party will be given by the members of the Sacred Heart School Alumni Association on Saturday night, November 4th, starting at 8.30 o'clock. Members are asked to lend their assistance on Friday night at 8 o'clock in decorating the auditorium. Members should come to the party in old clothes.

—o—

Due to the abundance of excitement and the detailed arrangements necessary in preparation for the Sacrament of Confirmation the Sacred Heart Dramatic Society has thought it best to move forward the date of their play. In accordance with this view the play "Absent-Minded Bridegroom" will be given on Tuesday evening, December 5th.



SHOES for men boys and girls
Ladies' Shoes to order
Ladies' Silk Hose
PALMYRA SHOE STORE
103½ West Broad Street
Palmyra, N. J.

ORDER A SUPPLY FROM US TODAY!

• Why not try 'blue coal' this Winter and see for yourself why thousands always insist on it. See how it burns long, slowly and steadily with little attention—how it keeps your home at an even, uniform, healthful temperature—how it saves you money.

J. S. COLLINS & SON, INC.
Phone: RIVERTON 4 or 5

TUNE IN ON "THE SHADOW" EVERY SUNDAY
4:30 STATION WFIL 5:30 STATION WOR

Wesleyan Men's Bible Class

For the Men of the Community
"Crucial Moments"

Crucial moments come to every life! This is true especially in religious and historic events. Martin Luther at the Diet of Worms, when standing alone in the presence of civil and Ecclesiastical authorities refused to recant and said, "Here I stand, I cannot do otherwise, God help me."

On this decision the great Reformation in Germany hung. "Carlyle writes, "Had he have done otherwise, it would have been otherwise with the race."

No far-reaching event may be turned by our individual decision, but one's rejections and selection do have their effects.

To meet these inevitable crucial moments, our Class by Christian fellowship, reverent study of the Bible, seek the wisdom from above to enable one to make courageous choices for the good to one another and the community.

We invite you to meet with us next Sunday at 9.50 a.m. and catch the inspiration of a well meaning life. You may be on the verge of a crucial experience. To meet it with wisdom requires more than human strength.

CHRISTIAN SCIENCE CHURCH

"Adam and Fallen Man" is the subject of the lesson-sermon in all Churches of Christ, Scientist, on Sunday, November 5.

The Golden Text is: "Awake thou that sleepest, and arise from the dead, and Christ shall give thee light." (Ephesians 5:14).

Among the citations which comprise the lesson-sermon is the following from the Bible: "Be not deceived; God is not mocked: for whatsoever a man soweth, that shall he also reap. For he that soweth to his flesh shall of the flesh reap corruption; but he that soweth to the Spirit shall of the Spirit reap life everlasting." (Galatians 6: 7, 8).

The lesson-sermon also includes the following passage from the Christian Science textbook, "Science and Health with Key to the Scriptures" by Mary Baker Eddy: "The scientifically Christian explanations of the nature and origin of man destroy all material sense with immortal testimony. This immortal testimony ushers in the spiritual sense of being which can be obtained in no other way" (p. 490).

SACRED HEART P.T.A.

The Sacred Heart P.T.A. will hold their regular monthly meeting on Thursday, November 9th, at 2 p.m. They will give a special Armistice Day program for the pupils of the school and will present a new American flag to the school. The Sacred Heart Glee club will render several vocal numbers on this special occasion. All members are asked to be present at this special meeting and Armistice Day program.

BIRTH

Rev. and Mrs. Francis B. Downs, of Main street, Riverton, are receiving congratulations on the birth of a son, Charles Broome, in the Pennsylvania Hospital, on Monday, October 30.

COMMUNITY ARMISTICE DAY MEETING

A Community Armistice Day meeting will be held in the Riverton Public School auditorium on Friday evening, November 10th, at 8 o'clock. An address entitled "A Peace to End War," will be delivered by Miss Eleanor Slater, a member of the staff of the American Friends' Service Committee, Philadelphia.

Miss Slater was formerly a member of the faculty of the University of Richester. She has done social service work in the Tennessee mountains and with Mexicans on the Texas border.

She has worked with all sorts and conditions of men and people of various national backgrounds and is interested in all social movements toward international understanding.

BETHANY EVANGELICAL LUTHERAN CHURCH
Rev. Oliver W. Powers, Pastor

Sunday evening at 8.00 o'clock a teaching mission, conducted by the pastor, the Rev. Oliver W. Powers, will begin and continue for four Sunday evenings. The theme for the mission will be "Fundamentals of the Faith." The opening topic will consider the Ten Commandments after which an informal discussion will be encouraged. The program is a part of the evangelistic effort of the Lutheran Church in America. All are cordially invited.

On Sunday at the chief service, 11.00 a.m. Mr. Powers will preach on the subject "The Gospel, Unbounded, and Unlimited."

WILL BOWEN, DECORATOR

Will Bowen, decorator, at Broad and Cinnaminson streets, has been established here for many years and in that time has earned an enviable reputation as a skilled craftsman turning out only the highest quality work.

Upholstering, furniture refinishing and rebuilding are his biggest line, but any problem in decorating will receive his careful attention. He welcomes inquiries and will render sound, dependable advice.

The proposition of having an electric fire automobile for the combined territory of Palmyra, Riverton, Cinnaminson and Parry was being agitated in 1909.

STOP

. . . washday worries with the Economy Maytag washer, now only $59.95
(At Factory)
Free demonstration—good trade-in—low easy terms
Phone Riverton 978
JOHN H. ETRIS
HARDWARE and ELECTRICAL APPLIANCES
PHILCO and CROSLEY RADIOS
PALMYRA
Congratulations to The New Era

BISHOP'S DAIRIES
Quality Products
MILK and CREAM
CHEESE - BUTTER

CONGRATULATIONS AND BEST WISHES TO THE NEW ERA ON ITS 50th ANNIVERSARY.

RIVERSIDE, N. J.
Phone Riverside 476

Quiet Efficiency

At all Snover funeral services, every detail from beginning to end, is handled with a quiet efficiency that appeals to everyone

This smooth handling of the entire service is a product of long experience and careful study. It is available to you at no greater cost than elsewhere.

The Snover Funeral Home
Incorporated
313 E. Broad St., Palmyra, N. J.
Frank A. Snover John N. Swartz
Phone, Riverton 830

Country Club Notes

Ladies League

Three teams are now in a tie for the loop lead, with the other three entries also deadlocked for second position.

High Singles:
Mrs. Bush, 155.
Mrs. Lippincott, 155.
Mrs. Johnston, 174.

The Standing

	W	L
Mrs. Capehart	7	5
Miss Gausler	7	5
Mrs. Hendrickson	7	5
Mrs. E. Lippincott	5	7
Mrs. R. Lippincott	5	7
Mrs. Story	5	7

Men's League

Hagstoz' team has a margin of one game over the Wood bowlers in second place, the circuit leaders having dropped only one game thus far this season.

High Singles:
Murphy, 203.
Farrell, 196.

The Standing

	W	L
Hagstoz	8	1
Woods	7	2
Lippincott	6	3
Bonsall	6	3
Clark	4	5
Frank	4	5
Hendrickson	4	5
Jamison	4	5
Wilson	1	8
Elliott	1	8

Stag Night

Captain George Plummer will be the guest of honor at stag night to be observed at the club on Friday, November 10, at 8 o'clock. He will speak on the subject, "Living with the Eskimos" and will illustrate his talk with movies and a team of live huskies.

—o—

The Riverton Green team has already established some enviable records in the Interclub League, the locals having the record to date for high team single, 1026 and high team 3, 2907. J. D. Clark has high single game, 254.

"RAY" BANKS POPULAR BARBER

Ray Banks, barber, located in the Price Building on Broad street, Riverton, is another popular local spot where the local gentry gather for tonsorial atention.

Ray started here in 1932 and has been kept busy ever since, his genial personality and efficient work being important factors in his business progress.

RUNS INTO BUS

Peter Gedreys, Jr., Broad street, Palmyra, ran his machine into the rear of a Public Service bus at 4.45, Monday afternoon, the accident occurring on River road, at Pompess avenue. The commercial vehicle was driven by Joseph Holzinger, 278 Hartford road, Riverside.

With Gedrys at the time were his brother Robert, 11 and sister Patricia, 8. The former was taken to Zurbrugg Memorial Hospital, Riverside where he remained for observation. The little girl suffered abrasions of the body.

Chief George Dorworth, of Cinnaminson, investigated the affair.

BING CROSBY and his OLDSMOBILE CONVERTIBLE

Bing Crosby, America's favorite, sings "In My Merry Oldsmobile" and other old song hits in his newest Paramount picture "The Star Maker." Declared by previewers to be the best of all Crosby pictures, "The Star Maker" will show here next Tuesday and Wednesday at the Broadway Theatre. "Jack" Dawley, local Oldsmobile dealer, will cooperate in the local showing of "The Star Maker" and will display the new 1940 Oldsmobile for the occasion. Crosby owns and drives the 1939 Oldsmobile convertible coupe shown above.

CINNAMINSON P.T.A. TO HOLD RUMMAGE SALE

On Saturday, November 4th, the Ways and Means Committee of the Cinnaminson Parent-Teacher Association will hold a rummage sale in the Parry Fire House, and the following Saturday, November 11, in the East Riverton Fire House.

The members of the committee who have been in charge of soliciting rummage have stressed the importance of having plenty of serviceable, warm winter wearing apparel for sale, so that those who can use slightly worn articles marked at very low prices, will find it advantageous to attend both sales.

The sales will open in the morning of both dates, and will continue all day or until everything is sold. Those who have benefitted by Cinnaminson Parent-Teacher Rummage Sales in the past, know what a real opportunity awaits them on these two successive Saturdays.

Remember — November 4th in Parry. November 11th in East Riverton.

Riverton Lyceum, roller skating Saturday night, admission 25 cents. Friday, February 8, 1907.

LONG IN SHOE REPAIR BUSINESS

Angelo Thomas, proprietor of the Unity Shoe Repair Shop at 105 West Broad street, Palmyra, though but in business here since last March, has had 33 years experience in the shoe rebuilding business. He comes from seven generations of shoemakers and thoroughly understands the shoe repair business.

The Unity Shoe Repair Shop is thoroughly equipped with modern machinery and the work is done by experienced workmen. Ladies shoes are resoled by the new vulcanizing process that requires no nails, no stitches and makes ladies footwear look like new full sole shoes. He has had considerable experience in orthopedic work on doctor's prescriptions.

The latest innovation in his shop is the installation of zippers on any material and in any length or color.

L. G. ROGERS HAS FINE STORE

The L. G. Rogers United Cigar Store has been established in Palmyra since 1926. Mr. Rogers first started with newspaper routes in both Palmyra and Riverton in 1924. In 1926 he sold out the Riverton route and opened the United Cigar Store at 5 East Broad street, Palmyra. This store both he and Mrs. Rogers have conducted for ten years.

In 1936 the store was moved to new and larger quarters, their present address at 15 East Broad street, Palmyra. The son of Mr. and Mrs. Rogers, Joseph W. Rogers is now assisting in the operation of the business.

Besides the regular daily newspaper route in Palmyra, the store is completely stocked with magazines, candy, smokers articles, camera necessities, stationery and gifts. The modern store, its large assortment of merchandise and the friendly, courteous treatment of customers has contributed much to the success of the business.

SCHOOL BOARD MEETING

The annual dinner meeting of the Association of Burlington County School Boards will be held in the Methodist Church, Brainerd street, Mount Holly, on Tuesday, November 7, at 6.15 p.m.

Following the serving of a turkey dinner there will be a short business session which will be presided over by Mrs. Nettie Smith, of Bridgeboro, president of the Association.

The Lakeview Memorial Chimes were dedicated at a concert held on Sunday afternoon, May 1, 1932.

ANNOUNCEMENT
WE ANNOUNCE THE OPENING OF THE
RIVERTON CLEANERS AND DYERS
502 Broad Street
MONDAY, NOVEMBER 6th
(The advertised opening of Oct. 30th was necessarily postponed to Nov. 6th due to unexpected delays in installing the oil burning steam equipment)

All work will be done right here in our own plant by expert workmen; to assure customers of the careful handling of all garments, and the prompt delivery of finished work.

WE WILL MAINTAIN A ONE-DAY SCHEDULE
Garments received before 11 a.m. will be delivered by the afternoon of the same day. We invite your inspection of our new plant and respectfully solicit your patronage.

"JACK" SHOWELL
well known to many of our townspeople, will act in the capacity of solicitor for this new establishment.

EVERY GARMENT INSURED WHILE IN OUR POSSESSION
Telephone Riverton 988
and our representative, "Jack" Showell, will call upon you

PALMYRA BROADWAY
DIRECTION VICTORIA AMUS. CO.
Matinee Daily at 2.00 p.m.
Evenings 7.00—9.00 o'clock

THURSDAY, November 2
Double Feature Program
JEAN ROGERS and WILLIAM FRAWLEY in
Stop Look and Love
—also—
BOBBY BREEN in
Way Down South
Free Gifts to the Ladies

FRIDAY and SATURDAY
November 3 - 4
MYRNA LOY with TYRONE POWER and GEORGE BRENT in LOUIS BROMFIELD'S
The Rains Came
—Saturday Matinee Only—
JOHNNY MACK BROWN in
"THE OREGON TRAIL"

MONDAY, November 6
One Day Only
BOB BURNS in
Our Leading Citizen
Free Gifts to the Ladies
The Coupon for the Large CONSOLE BOWL

TUESDAY and WEDNESDAY
November 7 - 8
BING CROSBY with NED SPARKS
and 99 of Hollywood's Most Talented Stars of Tomorrow
—in—
The Star Maker

SAYAB
MARKET at BROADWAY
FRI. - SAT. - SUN. - MON.
NOV. 3rd - 4th - 5th - 6th

Starts Tuesday, Nov. 7th
Alice Faye - Don Ameche
"Hollywood Cavalcade"

FOX RIVERSIDE
NEW LOW EVENING PRICE 25c
THURSDAY, November 2
BORIS KARLOFF
—in—
"THE MAN THEY COULD NOT HANG"

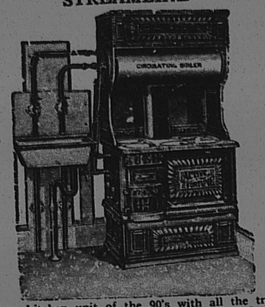
Friday and Saturday, Nov. 3 - 4

—Extra Added Saturday Matinee—
PETER LORRE in
"MYSTERIOUS MR. MOTO"

Sunday and Monday, Nov. 5 - 6

Tuesday and Wednesday, Nov. 7 - 8
The Small Town Lawyer with a Great Big Heart

STREAMLINE



A modern kitchen unit of the 90's with all the trimmings. The three-decker range would completely fill most pocket-sized kitchens.

Westfield Friends' School

Hallowe'en was celebrated at Westfield by the different groups. In the morning the kindergarten and first grade gave a party for their mothers. The room and table decorations were entirely their own which particularly pleased the guests. The children conducted the party in a gracious and delightful manner.

At noon, Jean Clark provided Hallowe'en favors and dessert for all the members of the school. Hallowe'en decorations were carried out in the dining room—and at the conclusion of the luncheon stories were told informally and songs were sung as requested.

—o—

The Kindergarten has built a house of three rooms; living room, dining room and kitchen. The children are planning their furnishings including the wall paper and window boxes.

—o—

The art classes of the upper grades are making puppets to be used to characterize their favorite "book friends." Puppet plays are being written by different committees. These plays will be given during Book Week, November 12 to 18th.

Friday, November 3, at 11.30 a.m. a general assembly will be held. Dr. Scott, of Beverly, will present moving pictures of the play, "The Sleeping Princess" which was given by Westfield Friends' last spring. The children's part in the program will be explanations of their class room activities.

Everyone is welcome to come to our assemblies.

ARRESTED HERE

Phillip Smith, of Baltimore, Maryland, and Wilmington, Delaware, was arrested last Friday on the charge of vagrancy. Upon being given a hearing before Recorder William Bottger, he was sentenced to 60 days in the Mt. Holly jail.

Smith, who had annoyed several local residents asking for money on Thursday, was ordered to leave town, which he did, but failed to heed the warning and appeared here again the next day, his arrest resulting by Officer John Robinson.

The culprit was taken into custody here last December on similar charges. According to reports, he has a police record in other communities.

CAR CRASH

As a result of running into the car operated by Fred P. Hemphill, of Riverton, at Broad street and Thomas avenue, at 5 o'clock Tuesday afternoon, Robert W. Taylor, of Buddtown, received a suspended sentence when arraigned before Recorder William H. Bottger. Taylor promised to pay damages.

He was arrested by Chief William Gootee on the charge of careless driving.

WATER SYSTEM APPROVED

Federal approval of a $34,603 W.P.A. project for Burlington county's new water fire protection system at New Lisbon was granted by the Works Progress Administration in Washington, D. C., last week according to word received from Congressman D. Lane Powers.

PORCH CLUB

A duplicate bridge tournament was held at the club on Tuesday afternoon. The winners were Mrs. Charles E. Sims and Mrs. W. R. Dunn, north and south; Mrs. Gorham Sargent and Mrs. Bradford Stetson, east and west. Prizes were awarded and tea served.

Mr. Goren will give his next lecture on Thursday morning at 10.15.

—o—

On Tuesday, November 7, following the business meeting, Miss Helen Farrell of the Public Service Company, will speak on the subject "More Power to You."

RIVERTON SCHOOL NOTES

The rhythm play presented by the fourth grade on their Hallowe'en assembly program showed real progress in the ability to interpret musical ideas.

Carol Ann Mathews, Eunice Vogt, and Lesley Kimball made the following announcement:

A rhythm play is a story which is acted out with music. This rhythm play tells a Hallowe'en story. Some children are having a picnic in a woods on Hallowe'en. They are all doing different things. Some are playing ball, some are jumping rope, others are picking berries or just skipping about. Suddenly a thunder shower comes up, and an old witch appears. She is looking for someone to turn into a pumpkin. She finally decides to turn all of the children into pumpkins. She touches each one, and he slowly curls down into a round pumpkin. The witch is well pleased with herself and rushes home to tell her cats. The cats feel sorry for the children and when the witch isn't looking, they quietly leave the house and go to the forest. They touch the pumpkins who slowly turn back into children. The children are very happy to be free and decide to run home and tell their mothers all about it.

Jackulyn Montgomery played the witch. The five boys in the class were cats and the girls were the playing children.

SCHOOL MOVIE

A motion picture film "On to Washington," will be shown in the Riverton School auditorium this Friday, November 3, at 9.15. Parents and friends of the school are invited.

CARDS OF THANKS

We wish to express our sincere appreciation for the many kindnesses shown us at the death of our aunt, Mrs. Alma Wallin, especially those who sent cars and flowers to the funeral.

Mr. and Mrs. Frank A. Bell and family.

CARD OF THANKS

The family of Mrs. Wilhelmina Robinson are deeply grateful for the kind expressions of sympathy in their recent bereavement and especially to those who sent cars to the funeral.

Rain seriously hampered the activities of the mischief makers on Monday night.

PALMYRA SCHOOL NOTES

Jack Conlow placed fifth in a group of 150, in the State Apple Judging and Identification contest held at the New Jersey Agriculture extension station and College of Agriculture at New Brunswick, October 24. The team—Jack Conlow, George Howard Choyce, Earl Jensen, with John Boenitsch as alternate, placed fourth in the state in competition with 29 schools.

—o—

Mrs. Ruby Freer spoke to the teachers in a meeting Tuesday, October 31, explaining the Menteoux Test for tuberculosis. The test will be given to all school children under the supervision of Dr. H. B. Mark, school physician, and Mary A. Symonds, school nurse.

Attempt to help the community understand the test will be made by sending students of speech classes to the meetings of local clubs, associations, Bible classes, etc. These students will explain reasons for and benefits of the test. A movie "Behind the Shadow," will also be shown at these meetings for the same purpose.

LEGION CADETS TO HOLD TURKEY RAFFLE

The Palmyra Legion Cadets are holding a turkey raffle. Five turkeys are being chanced off with the first prize being a 20 pound turkey, second, 15 pounds, third, twelve pounds, fourth, ten pounds, fifth, ten pounds.

Donation is ten cents or three chances for twenty-five cents. Proceeds of this raffle will go toward the purchase of additional equipment to outfit the new members of the corps who have joined since the trip to Cape May, in September. The public support of this affair will be greatly appreciated. Chances on these turkeys may be obtained from any member of the cadet corps. The drawing of the various prizes will take place at the legion home on Friday evening, November 17th, at 8 o'clock.

ABOUT THE COUNTY

Under the provisions of the will of the late Edward H. Levis, of Mount Holly, who was killed in an automobile accident near Elkton, Md., on October 9, which was admitted to probate Wednesday by Surrogate George B. Bitting, his brother and other relatives are the principal beneficiaries. Faithful employes, as well as St. Andrew's Church and graveyard, also are remembered in the bequests.

Wood & Kindling Wood
FOR SALE
A. RICKETTS
Telephone Riverton 104

WANT-ADS
LOST AND FOUND—RENTS—SALES
HELP WANTED
CLASSIFIED ADVERTISEMENTS
Rate 10c Per Line
(Lines Average 6 Words)
Minimum Charge 30c for Each Ad
Phone 712

SALE: Circulating oil heater, 2 burner, also Chevrolet auto trunk. Call 106 Broad street, Riverton.

SALE: 7 shares Cinnaminson Bank stock, sacrifice immediately to settle estate. Write Box R, New Era. 10-5-tf

ROOM FOR RENT: Board if desired. Apply 205 Elm avenue, Riverton, N. J. 10-26-2t

SALE: Dining room furniture. Write Box "R" New Era. 10-12-tf

ANNOUNCEMENT: The Walters Country House is discontinuing the service of meals. They will however, continue with tourist accommodations. 11-21t

Cinnaminson Parent-Teacher
Roast Beef Supper
Served 5 to 8
Wednesday, Nov. 15
AT THE SCHOOL
MENU
Roast Prime Ribs of Beef
Sweet Potatoes Fresh String Beans
Cole Slaw Rolls and Butter
Apple Pie and Ice Cream
Coffee
Adults 60c Children 35c

RAY BANKS
BARBER
SPECIAL ATTENTION TO ALL WORK
CONGRATULATIONS to THE NEW ERA ON ITS 50th ANNIVERSARY

DON'T TAKE A CHANCE
on poor quality coal. Your health, comfort and a saving is assured, if you use EVANS' PREMIUM COAL. "It goes farther and heats longer."
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PALMYRA, N. J.
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FRESH SOUTHERN GREEN STRINGLESS BEANS 2 lbs 15c
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Fancy Tokay GRAPES 2 lbs 15c
FLORIDA SEEDLESS GRAPEFRUIT 8 for 25c
NEW CROP FLORIDA JUICE ORANGES doz 15c
SUNKIST LEMONS FULL of JUICE doz 15c
HARDING'S SWEET CREAM BUTTER FARM ROLL 2 lbs 63c
WHITE AMERICAN SLICING CHEESE lb 25c
PHILADELPHIA CREAM CHEESE or PIMIENTO 2 pkgs 15c
NEW PACK CROSSE & BLACKWELL MINCE MEAT lb 19c
LIQUID VENEER FURNITURE POLISH 50c size Special . . 25c
REAL VALUE . . . SWIFT'S PREMIUM GENUINE SPRING LEGS OF LAMB lb 23c
One Price—None Higher
VOGT'S CITY DRESSED Shoulders of Pork lb 17c
STRICTLY FRESH KILLED Large Fowl lb 25c
4½ to 5 lb avg
SPECIAL FEATURE—STRICTLY FRESH KILLED NEARBY TURKEYS lb 29c
VOGT'S BONELESS Smoked Butts 1½ to 2½ lb avg lb 31c

1889 THE NEW ERA 1939
RIVERTON :: CINNAMINSON :: PALMYRA
PAGE 1 FIFTIETH ANNIVERSARY ISSUE SECTION 1

LOCAL HISTORY FOR FIFTY YEARS

Tremendous Strides Since Early Years in Palmyra, Riverton and Cinnaminson

The Christmas 1909 number of The New Era gave a very detailed account of the early history of local communities, much of which is reprinted at this time, since the growth of this newspaper has been intimately connected with the development of Riverton, Palmyra and Cinnaminson. It is felt, moreover, that such information is particularly pertinent on the occasion of this, the fiftieth anniversary of The New Era.

Sweet Water

Cinnaminson—the English version of an Indian name, meaning sweet water—was doubtless so called because of the sweet maples which grew along the banks. In this area Isaac Toy and Griffith Morgan were probably the first settlers. Toy had 500 acres from Pennsauken creek along the river embracing the present site of Palmyra.

Joseph Stokes settled near Westfield—the Evans and Woods properties today being part of his 200 acre farm. Thomas Lippincott took up more than a thousand acres between Pompeston and Rancocas creeks. Westfield was settled before the riverfront area and derived its name from being in the west field of the Lippincott farm.

Established 1788

The school there was established, in the home of Abraham Warrington, in 1788. In 1791, land was bought for the school and a building erected. In 1797, the Westfield Friends' Meeting House was built.

Riverton and Palmyra, therefore, are not old towns as Burlington county history goes. Palmyra was a community of sufficient importance, however, to appear on a map in 1836 and Riverton some ten or twelve years later.

While there were farm houses in the neighborhood at a much earlier period, Riverton, as a community known by that name, was started in 1851 by the house built by Daniel I.

(continued on page 4)

LOCAL POPULATION

Year	Population
Cinnaminson	
1900	1078
1910	1266
1920	1587
1930	2227
Palmyra	
1900	2300
1910	2801
1920	3834
1930	4968
Riverton	
1900	1332
1910	1788
1920	2341
1930	2483

MERRY SLEIGHERS

Main street presented a lively appearance on Friday, February 10, 1899, with sleighs of all sizes and shapes out. These ranged from natty cutters to lumbering farm sleighs.

The snow storm that afforded the fun was one of the most severe ever experienced here, food being very scarce for several days. There was no school from Monday until Thursday, and the first freight train of the week did not arrive until the latter day.

RELIEF IN THOSE DAYS

In 1899, a family in West Palmyra was informed by the overseer of the poor that the members would have to cease their applications for relief orders or be sent to the poorhouse, whereupon the head of the house replied, "if that is the case we will have to go to work."

THE NEW ERA BUILDING

New Era Staff Photo

The Riverton post office occupied this structure for many years, but in 1937, it was completely remodeled to provide additional room for The New Era, Inc. which moved from its former location, next door, to the present quarters at 609 Main street, Riverton.

THE NEW ERA OFFICIALS

KARL W. LATCH
vice president and advertising manager of The New Era, Inc.

WALTER L. BOWEN
president and editor of The New Era.

FREDERICK W. METZGER
treasurer and associate editor of The New Era, Inc.

IN DAYS OF YORE

Interesting Items From The New Era Files

Chief Walter Armstrong, of Riverton, won a prize in a Mt. Holly Firemens' parade on Saturday for being the best looking chief in the procession (June 1927).

—o—

Miss Dorothy Warner's dancing pupils held a recital in the Palmyra High School Auditorium on Saturday evening (May 1927).

—o—

Last Friday evening, the "Palmyra," on a Jersey-bound trip, stopped on dead center in an ice jam not more than 10 feet from the Palmyra ferry slip and was unable to dock its passengers for several hours (Feb. 4, 1926).

—o—

There were one hundred and eighty-one ex-service men in the joint Riverton-Palmyra Fourth of July parade, 1919.

—o—

Curb markets were proposed in Palmyra during 1919.

—o—

A case of smallpox was discovered in Riverton on January 16, 1919.

Memorials to soldiers of the World War were actively considered in Riverton during the early part of 1919. Included among the ideas advanced were the following: Fountain, sewage disposal plant (very unpopular) park, hospital, monument, athletic field, nurses' home, community house, athletic field, etc.

—o—

Riverton and Palmyra were considering a joint sewage disposal plant in 1919.

—o—

Tommy Wilkins, of Palmyra, after his return from France, received a letter which had been addressed to him by his parents when he was overseas. The epistle was stamped "killed in action, decease officially verified."

—o—

The first L. I. boats arrived at the Riverton Yacht Club on May 19, 1919, being sailed from Larchmont, L. I., by J. Linton Rigg, R. W. Knight, J. G. Crowell, R. C. Ayres and T. F. Curley.

—o—

12,000 cars crossed the Tacony-Palmyra Bridge on Sunday, May 7, 1931.

—o—

E. Newbold Cooper won the Memorial Park Tennis Championship on September 15, 1932.

Spanish houses at Palmyra extension offered for sale at $7,000 (August 12, 1926).

—o—

The new Seagraves ladder truck of the Palmyra Fire Department arrived Monday evening, September 2, 1926.

—o—

W. Rex McCrosson was named head of the American Legion in New Jersey on Sept. 12, 1931.

—o—

Owen Merrill was assistant navigator of the "Dorade" that finished first in a Trans-Atlantic yacht race during the summer f 1931.

—o—

A 2,500 watt airplane beacon light was located on Union Landing road August 27, 1931 (since removed).

—o—

Joseph F. Yearly was named president of the Palmyra-Riverton Lions Club in 1931.

—o—

There were eighty-seven members of the 1931 Palmyra High School graduating class.

—o—

Ida Trout and Arthur Terrell were winners of a popularity contest at Palmyra High School in 1931.

—o—

The present Palmyra post office was opened on May 1, 1931.

NEW ERA STARTED HERE IN 1889

Dr. Joshua D. Janney Was First Editor; Growth in Fifty Years

The New Era was started in 1889 by Charles W. Brewster, of Riverton. For a short time it was printed at the office of the Moorestown Chronicle, Moorestown, N. J. After a few months, Mr. Brewster succeeded in getting Dr. Joshua D. Janney interested in the new venture, and he became editor of the paper. He also financed the purchase of printing equipment on which to issue the paper, and to do commercial printing.

The new plant was located in one corner of the spacious second floor of the Roberts' Building, at Broad and Howard streets, which was recently torn down.

Moved to Price Building

By Christmas of the first winter in the Roberts' Building, it became evident that to heat so large a room would be too costly, and immediately following the New Year of 1892, the plant was moved to the third floor of the Price building, which had just been erected on Broad street near Main, on the site of the old cemetery of Christ Church, the caskets having been removed the previous year.

At the same time, January 1, 1892, Walter L. Bowen became manager of the plant, taking the place of Mr. Brewster, who entered a different field of work. Dr. Janney continued his connection with the paper and was invaluable as advisor and friend of the new manager.

Ten or twelve years later The New Era moved to a one-story frame building at 607 Main street, erected for that purpose by Samuel Rudderow, who then owned the lumber business and adjacent property now owned by the Joseph T. Evans Co.

In 1937 The New Era moved again, this time only next door, into the building formerly occupied by the Riverton post office. This building was originally the parish house of Christ Church, Riverton. When the new parish building was erected

(continued on page 8)

1926 TIME TABLE

Leave Phila.	Lv. Riverton
5.00	5.49
6.08	6.41
7.04	7.02
7.36	7.19
8.55	7.38
10.35	8.14
11.55	8.32
12.50	9.18
1.25	10.34
2.20	12.33
3.44	1.38
4.32	2.37
4.52	3.54
5.20	5.28
5.35	6.37
6.00	7.30
6.32	8.47
7.10	10.03
9.25	12.12
10.45	
11.50	

19 trains from the city daily and 17 to the city.

Compare this with the present schedule.

BOAT SCHEDULE

In 1907, the schedule of the Delaware River Transportation Co. was as follows:

Leave Riverton for Philadelphia: 8 a.m., 10.30 a.m., 6.10 p.m.

Leave Philadelphia for Riverton: 8 a.m., 2 p.m. and 4 p.m.

Leave Riverton for Trenton: 8.45 a.m.

Leave Riverton for Bristol: 2.45 p.m.

Walter D. Lamon defeated C. Nevin Buchholz and R. B. Galloway for the Republican nomination for Mayor of Palmyra on May 19, 1931.

Public Service Well Equipped

With various small gas, electric and street railway properties throughout the state as a nucleus, Public Service has been developed into one of the largest and best-equipped organizations of its kind. In 1903, when Public Service Corporation of New Jersey was formed, its operating companies were serving 79 municipalities with electricity, 67 with gas and 69 with transportation. Today Public Service is supplying electricity in 222 municipalities, gas in 299 and transportation in 362. In these municipalities there is a total population of nearly 4,000,000 persons.

Whereas on June 1, 1903, the Public Service electric system had a generating capacity of 40,975 Kva., on December 31, 1938, the capacity had been increased to 822,941 Kva.

There were 1,495 miles of gas mains, serving 187,384 meters, in the Public Service system in 1903. At the end of 1938, there were 6,444 miles of main in the company's system, serving 839,070 gas meters.

1904 First Year

In 1904, the first full year of the company's operation, Public Service street cars carried 215,400,000 passengers and operated 32,168,999 miles. During 1938 Public Service buses, street cars and all-service vehicles carried a total of 397,319,713 passengers a total distance of 92,077,573 miles.

Public Service Corporation of New Jersey was organized in June, 1903. Thomas N. McCarter, president of the Corporation from 1903 to 1939 and now chairman of the board, has well and briefly stated the reasons that led to the Corporation's organization. He said:

Developed Together

"About 1903 the larger of the street railway systems of the State had become financially embarrassed and some plan of reorganization was imperative. The electric properties of the State were in fair financial condition. Some were sound and some were not. The gas properties were sound, but had very largely exhausted their capacity for new capital. As the enormous expenditures for the development of the business had practically exhausted their bond issues, a very serious question was presented as to their future financing. At this juncture Public Service was formed with $10,000,000 of fully paid cash capital, without a drop of water in it, to acquire and take over these various properties by lease or otherwise, to resuscitate the dilapidated railways, to build up the electric properties, and to provide the necessary additional capital for the gas companies."

New Jersey and its utilities have developed together. The record of Public Service development is a reflex of development in the territory it serves. At the same time, community progress has, to a large extent, been possible because for thirty-six years the gas, electric and local transportation utilities embraced in Public Service organization have had the financial strength, the executive leadership, and the managerial vision which have directed extension and expansion in pace with, or in advance of, public demand.

Y. W. C. A.

In the trying days of 1917 when twenty-five earnest women, concerned with the problems of youth "in these days of national crisis" met in Mount Holly to decide what was to be done, Mrs. Benjamin Lippincott and Mrs. Charles Evans represented Riverton. It was there "resolved that it is the sense of this meeting that a county Y.W.C.A. be organized in Burlington County." Then the final steps toward organization were completed in September, 1917, Riverton representatives on the County Y.W.C.A. Board of Directors were Mrs. Alexander Marcy and Mrs. Murray Boyer.

609 Members in County

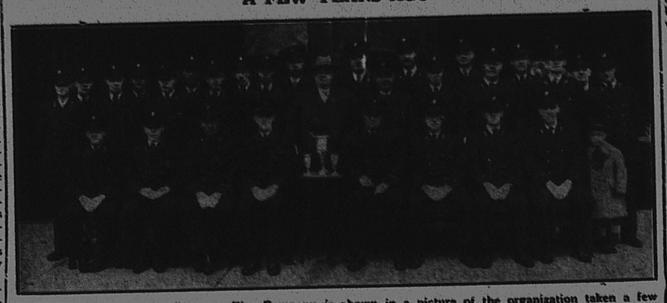
Born in an era of great stress, for the purpose of helping young women to discover the fundamental values of life and to give them practice in living by these standards, the Y.W.C.A. of Burlington County carries on in the forefront of this women's movement. Today through its club program the county Y.W.C.A. serves 609 school girls, of which number 18 are members of the Palmyra-Riverton "Y" club under the leadership of Mrs. Elizabeth Petty as adviser and Miss Phyllis Carson as president. During the coming season Mrs. Petty will be assisted by Miss Mary Symonds. In East Riverton, 15 girls are members of the Junior Girl Reserve Club under the leadership of Miss Ernestine Robinson, herself a former Girl Reserve Club member under Mrs. E. J. Young's leadership. Anna Roberts is president of this club of young negro girls. During the past summer three Riverton and eleven Palmyra girls attended the Y.W.C.A. Day Camp at New Lisbon.

Community Betterment

In addition to the clubs, councils, conferences and classes provided for its own constituency, the Y.W.C.A. is often called upon as a community organization to represent the interests of women and girls in projects for community betterment. Schools and community organizations, Parent Teacher Associations and also churches make constant use of the program resources of the Y.W.C.A. in their recreation, education or religious programs. Because of her experience in China and her interest in inter-national affairs Miss Katherine Lucchini, county General Secretary, is frequently called upon for talks or to lead discussions. Miss Virginia Slim, county Girl Reserve Secretary, is often sought by organizations other than the Y.W.C.A. to lead group singing. In these ways the organization makes its contribution to the community beyond the reaches of its own program.

Mrs. Alexander C. Wood, Jr., Miss Helen E. Woolman, and Mrs. Howard S. Coe represent Riverton on the county Y.W.C.A. board of directors. Mrs. Wood was chairman of the finance campaign last spring and at present is chairman of the nominating committee. Mrs. Alexander Sarka represents Palmyra on the board of directors and on the girls' work committee.

A FEW YEARS AGO



The roster of the Riverton Fire Company is shown in a picture of the organization taken a few years ago. Many of the men are still active members of this fire-fighting outfit. The trophies displayed were won at various firemen's parades.

BETTERTON CLUB

A famous organization in this section a number of years ago was the Betterton Club, which originally had 13 members.

The death of the sixth member, William E. Hires, occured in 1939 and, since that time, all have passed away with the exception of James T. Weart and George N. Wimer.

Other original members were: Judge John G. Horner, Frank Stewart, Charles Simmons, Joseph Hemple, Elias Morgan, A. N. Stewart, John E. Morton, George W. Rogers, Fred Blackburn and Charles H. Crowell.

Frances Ruppert, of Riverton, won the national woman's 100-yard dash title in 1924.

—o—

The Palmyra High School Relay Team won the national championship in the Penn Relays of 1925.

—o—

Fifty-three students comprised the Palmyra High School graduating class in 1925.

—o—

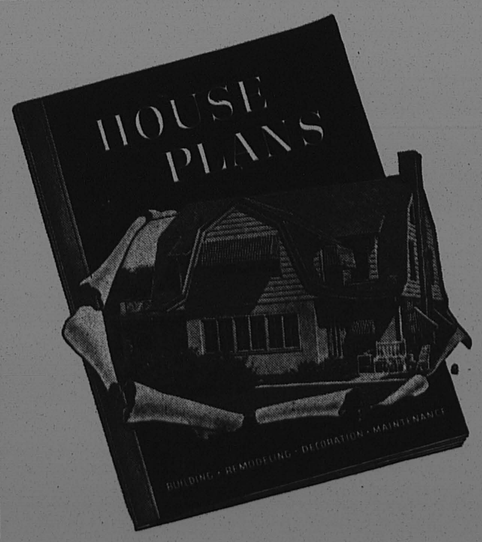
Three thousand cars crossed the Delaware via the Tacony-Palmyra ferry on Sunday, August 16, 1925.

—o—

County Freeholders reject almshouse bids. (June 11, 1925). Sounds quite modern.

—o—

Bank avenue before council—an annual affair in those days. (June 11, 1925).



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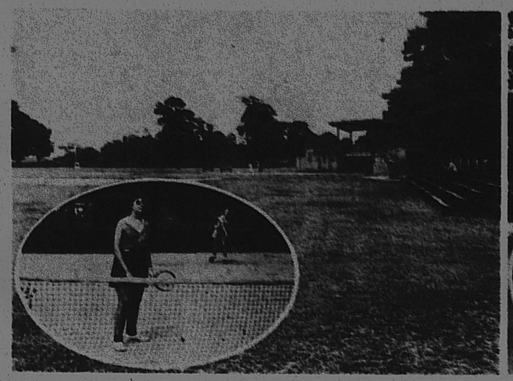
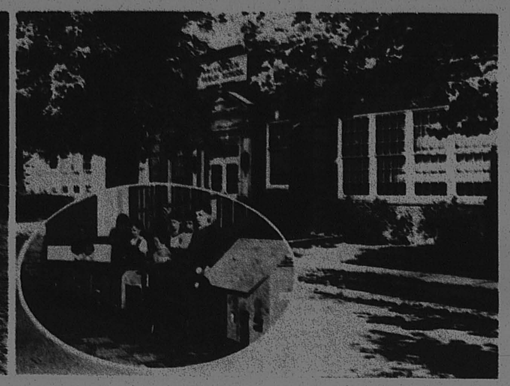




Riverton Invites You . . .

to make your home with us. Riverton is a town of homes, affording advantages which few communities so close to Philadelphia and Camden can offer.

Pictured on this page are some of the facilities that stimulate home ownership here, and which also help to keep values at their proper level.

A fine new public school (upper right) with a very high rating is a distinct asset to our community. Our beautiful 15 acre Memorial Park (upper left) has facilities for baseball, football, tennis, children's playground, etc. It is open to the residents of the community free of charge. The Riverton Country Club (lower right) has one of the finest 18-hole golf courses in the East. The Riverton Yacht Club (lower left) ninth oldest in the United States, is the scene of constant activity in the summer months and has produced a national champion in sailboat competition.

These are but a few of the reasons why you should make your home in Riverton. Others are . . . its nearness to the metropolitan area, its fine streets and beautiful shade trees; homes and building lots at reasonable prices; good police and fire protection . . . and so on.

If you are a resident . . . tell your friends about Riverton at every opportunity . . . if not a resident, by all means investigate Riverton as the place for your home.

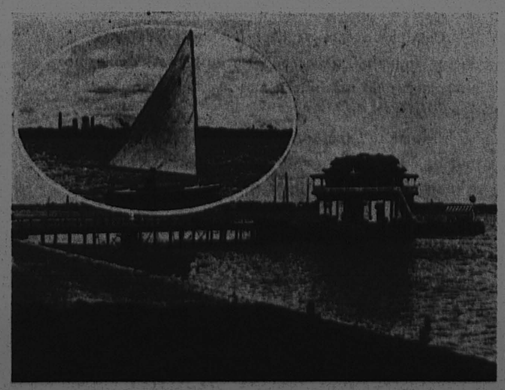
The Mayor and Council, on behalf of the people, wish to congratulate the staff of The New Era on this, their 50th Anniversary, for the part they have played in building Riverton!

Mayor, H. McILVAIN BIDDLE

MEMBERS OF BOROUGH COUNCIL

J. W. SYLVESTER	ARCHIBALD G. BUSH	ROBERT W. KNIGHT
NATHAN LANE	DAVID F. GOULD	EARL A. SHRADER

Borough Clerk, DANIEL M. CLIFTON



LOCAL HISTORY FOR FIFTY YEARS

(continued from page 1)

Miller, Jr., who in that year erected the building on the river bank formerly occupied by F. C. Brooks-bank. The structure was razed last year, having been unoccupied for some time.

In 1852

It was in 1851 that nine men, Caleb Clothier, Robert Biddle, Daniel L. Miller, Jr., William C. Biddle, William D. Parrish, Dilwyn Parrish, J. Miller McKim, James Clothier and Redman Wharton, purchased a tract of land from Joseph Lippincott, laid it out and drew lots for locations on which they would build their houses. These were completed by 1852. Few of them remain today.

The Riverton Improvement Company was created on March 12, 1852. When Riverton was first laid out, there was practically no connection with Philadelphia by rail, the only facilities being a platform near Fulton street, at which some trains would stop if flagged. In order to secure better transportation, a number of the citizens banded together and rented the steamer "Wave," a 72-foot sidewheeler, that made several daily round trips to Philadelphia. About ten years later they built and operated the "Rancocas," which was run in connection with the "Barclay."

Train Service

Even with this service, improvements were still desired and, in order to secure better train service, a house and station were erected and presented to the railroad. This structure, which was also used as a dwelling for the station agent, was finally moved to a point north of the J. T. Evans Co. property, on Main street and demolished recently.

One of the early station agents was Charles Mattis.

During 1880 a system of oil street lamps was installed and was conducted by private enterprise until taken over by the municipality. A sewer system followed in the same manner.

There were comparatvely few houses southeast of the railroad prior to 1898, when this section was opened for building purposes by the purchase of the Edward Lippincott farm. The population at this time was about 1,000.

Separate Borough

Riverton was a part of Cinnaminson Township until 1893, when it was incorporated as a borough on December 18. The first mayor was Edward H. Ogden and the four councilmen at that time were Dr. H. B. Hall, John C. W. Frishmuth, Ogden H. Mattis and William M. Thomas.

The growth of Riverton has been one of gradual development, without radical changes of any sort. A number of the older houses have been demolished, particularly along the river bank, but new ones being constructed from time to time keep the population comparatively stable.

A new post office is to be built in the near future, while the present modern home of the Cinnaminson Bank and Trust Company is one of the newest buildings in the business section.

Memorial Park

Riverton is justly proud of its Park, a Memorial dedicated to the citizens who gave their lives during the World War.

Plans for this were started in 1918, but it was not until July 4, 1931, that dedication exercises were held. This extensive tract with shade trees on all sides, has ample room for all types of recreational activities, with the exception of swimming, containing as it does five tennis courts, three softball diamonds and one playing field for hardball, grandstand and various playground apparatus.

Thousands of people congregate there each summer to view the numerous athletic contests that take place.

It is also utilized on various other occasions for exercises, such as those held on Memorial Day and the Fourth of July.

Palmyra

Although there is a tradition of a prior house being erected, the oldest residence that is well remembered in Palmyra is the one formerly occupied by John Snell, that, until shortly after 1909 stood opposite the Palmyra Fire House. This, therefore, was the second house erected in the community, being built by Charles Wilson about 1810. Mr. Wilson occupied this dwelling with his family until his death. His widow remarried and became Mrs. Hazelton, by which name she may be remembered by a few of the oldest residents.

Mrs. Emma R. Ever, mother of Mrs. Frank Windish, was a daughter of Mrs. Hazelton and was born in that house.

In those early days, the nearest store was in Westfield and the neighborhood doctor resided in Moorestown.

Store Opens

Some years later, Nicholas Toy, one of the older residents, opened a store in the present Saar home, next to the fire house, on Broad street, near Delaware avenue. Mr. Toy was the father of three children, Charles, Isaiah and Caroline. Charles had the distinction of being the first white child born in Palmyra.

The Toy mansion was the building which is now located at the corner of Broad street and Leconey avenue. Isaiah built a store which occupied the site of the present Fortnum Sales Agency.

In 1865 Toy applied to the government for a post office and this request was granted. At that time the community was called "Texas," and the railroad station was only a small platform covered by a roof. The fare to Philadelphia was 25 cents.

New Name

Toy, however, did not fancy the name of "Texas" and it was renamed Palmyra by his sister. The railroad made the necessary change on the tickets and the new designation became officially recognized.

The first hotel was managed by Len Parkins on the site formerly occupied by Levis H. Wallace hostelry which was burned several years ago.

A building boom got under way before the turn of the century, being projected by William F. Morgan, when he broke up a portion of his farm into building lots. This was followed by others of a similar nature.

Train service, while poor in the beginning, gradually became better and the community was well on the road toward advancement. The railroad, incidentally, reached Palmyra in 1834, construction having been started at Bordentown in 1832.

Separates

Palmyra was a part of Cinnaminson Township until 1894, when it became a township in its own right by an act of the General Assembly on March 26. This bill became a law on April 19, 1894, when it was signed by Governor George S. Werts.

A meeting was held in Society Hall on April 25 of the same year for the purpose of organizing the township. Frank W. Smith was named clerk and Henry Kerawell elected a member of the committee. R. Lowber Temple was appointed chairman. The following officials were also named at this time: assessor, F. Blackburn; collector, William B. Strong; commissioner of appeals, Charles Hall; township physician, Dr. Lewis L. Sharp; township attorney, Thomas E. French; treasurer, W. B. Strong.

Becomes Borough

Palmyra became a Borough in 1923, with James T. Weart having the honor of being the first Mayor. The question was decided at a special election in 1922, the vote being 956 in favor and 165 against. The election for members of the governing body was held on Tuesday, April 3, 1923, and the new officers were sworn in on Saturday, April 7, of the same year.

The following men comprised the first official family of the borough in addition to Mayor Weart: Councilmen John S. Warner, Charles Buchholz, John E. Morton, Wilmer H. Randel, J. Horace Finney and J. Edwin Lees. Edward A. Griscom was collector, a post he still holds, and John W. Shade was assessor.

Bridge Opened

Transportation to Philadelphia was made considerably easier in 1922, when the Palmyra Ferry Company started operation of boats to

(continued on page 6)

Congratulations . . .

In this 50th Anniversary Edition of The New Era we are happy to congratulate the management of the newspaper and gratefully acknowledge the willing cooperation extended to this club since its organization in 1926.

PALMYRA-RIVERTON ROTARY CLUB

THE PALMYRA FOUNDRY COMPANY specializes in general jobbing requirements in white iron, grey iron and special alloy castings, serving the metropolitan Philadelphia district.

Castings are made here for the paper producing industry, paper box forming machinery, pharmaceutical machinery and average plant requirements.

One of the specialties of this foundry is the making of pneumatic vacuum ash removal systems for large utility and industrial power plants.

PALMYRA FOUNDRY CO.

ELWOOD F. THUM, President

PALMYRA, NEW JERSEY

A Living Memorial . . . .

LAKEVIEW MEMORIAL PARK

The Cemetery Beautiful

LAKEVIEW MEMORIAL PARK, once undeveloped rolling countryside, has in a few short years, been transformed into one of South Jersey's most beautiful of all burial estates.

Being constantly improved by men of vision, LAKEVIEW MEMORIAL PARK is step by step taking leadership in a new idea that has won the wholehearted approval of millions.

LAKEVIEW MEMORIAL PARK, just outside of Riverton, on Route 25, one half mile North of the Moorestown-Riverton Road, invites your inspection at any time. Visit the park, drive around through its many drives and note the improvements under way. While there, drop into the Park Office and look over our booklets and literature or if not convenient phone Riverton 1525, for full information.

The officers and Board of Directors take this opportunity to thank The New Era for the many ways in which it has been cooperative throughout the entire development of LAKEVIEW MEMORIAL PARK and wish for it every success on this its 50th Birthday.

REPRESENTATIVE ON REQUEST

LAKEVIEW MEMORIAL PARK

MAIN OFFICE
Route 25 — ¼ Mile North of the
Riverton-Moorestown Road
Telephone Riverton 1525

SNAPPY "ADS" OF YESTERYEAR

The advance made in advertising since the time when The New Era was established is well illustrated by the following cuts that were considered very snappy in the old days.

Here we find the terrible yegg that was apt to descend upon one in the middle of the night. Jasper, as we see, foils the marauder, for his money's in the bank.

Honest Oswald, the butcher, holding up a choice cut of cow for the thrifty housewife to view before deciding on her choice for dinner.

The point of this one is rather clouded by age, but perhaps the umbrella is the piece de resistance.

Poor Algernon! He has no appetite for his dinner. Probably X.Y.Z. pills or some other wonderful remedy would make him a new man.

Hubby stands in admiration as his beloved spouse selects a choice bird for the Sunday dinner at Blank's Market.

Riverton had a Chamber of Commerce in 1925 and for a few years thereafter.

Riverton's first Old Home Day was held in October, 1925.

QUITE A CHANGE

Not so many years ago this was the way Washington avenue appeared looking south across the railroad tracks from Broad street. The orchards in the near background are clearly visible, the residence on the southeast corner being the last house on that side of the street.

LOCAL HISTORY FOR FIFTY YEARS

(continued from page 4)

the Pennsylvania shore. A bus line used the ferry for connection with the Frankford elevated.

A big event in the history of the community came on August 14, 1929, when the Tacony-Palmyra bridge was officially opened for traffic with appropriate ceremonies. The ferry company ceased operation upon completion of the span.

After being in operation for about 30 years, the Public Service Company discontinued trolley service through local communities on May 1, 1931, the cars being replaced by buses.

Business Section

The business section of Palmyra has changed considerably during recent years with the widening of Broad street, the installation of a modern "white way" lighting system and the remodeling of practically all the stores facing that thoroughfare.

The Grove, used for outdoor gatherings of many types, was made even more attractive by the erection of a bandstand which was used for the first time on July 4, 1929.

As a matter of fact, former residents of Palmyra who return for visits, find it difficult to recognize the Palmyra of today as compared with its appearance a mere 15 or 20 years ago.

JAMES A. BRADLEY POST No. 189, AMERICAN LEGION

This post, composed of ex-service men from Riverton and Cinnaminson, received its charter on October 29, 1919. It was named for Sergeant-Major James A. Bradley, who lived in Riverton for 18 years before joining the armed forces of the United States. He was killed in action on October 30, 1918, during the Argonne campaign.

Charter members of the post were: Clarence Armstrong, Joseph E. Keating, Emerson Wolfschmidt, William Faunce, 2nd, Frank F. Betz, Edward Faunce, Frank P. Coddington, Clarence T. Pippitt, Dunbar Hylton, Rudolph Woidill, Walter Woidill, Thomas J. Ford, Eli W. Brown, Jr., Walter C. Wright and John Flynn, Jr.

The first officers were: Dr. Harry L. Rogers, post commander; Walter C. Wright, vice post commander; John F. Flynn, post adjutant; William H. Baker, Jr., post finance officer; Robert K. Jones, post historian; Emerson Wolfschmidt, post chaplain; Edward Yerkes, post insurance officer; Howard M. Rogers, post employment officer.

After being in existence for a few years, it was decided not to continue the charter, one of the chief reasons for this action being the proximity of Post Rodgers in Palmyra. Many of the members of Post Bradley joined Post Rodgers after the charter of the former organization had been surrendered.

TERRACE HILL

Robert F. Garwood and Mrs. S. L. West have had considerable grading and sodding done in front of their houses on East Main street, Riverton. Others along the line are to follow suit, which will make this part of the town very attractive. They have named that part of Main street Terrace Hill (April, 1900).

A WONDER

James Lawson, of Palmyra, is the possessor of a large Edison phonograph and it is understood that it will talk some of these days pretty soon for the benefit of one of the churches of this vicinity. (Feb. 3, 1900).

FOR THIRTY YEARS

THE PEOPLE OF RIVERTON, PALMYRA AND CINNAMINSON HAVE RELIED UPON J. S. COLLINS & SON FOR TOP QUALITY IN ALL THE VARIOUS MERCHANDISE SOLD BY US. PROMPT DEPENDABLE DELIVERY, COURTEOUS SERVICE AND CONSISTENT QUALITY YEAR IN AND YEAR OUT HAVE MADE FOR US A REPUTATION OF WHICH WE ARE JUSTLY PROUD, AND WHICH WE WILL ENDEAVOR TO CONTINUE TO MERIT AS THE YEARS GO ON.

WE CORDIALLY INVITE YOUR PATRONAGE IN ANY OF THE FOLLOWING LINES—

'blue coal,' coke, lumber, millwork, feed, builders' and masons' materials, paints and hardware

TO THE NEW ERA ON ITS 50th ANNIVERSARY WE SAY "BEST WISHES"

J. S. COLLINS & SON, Inc.

RIVERTON, NEW JERSEY

EDWARD E. YERKES, Manager

EIGHTEEN years ago the SNOVER FUNERAL HOME had its beginning in these communities. At that time it was the finest and best equipped, and since then, every improvement in methods and equipment that received the endorsement of the leaders in the profession, has been quickly incorporated into the SNOVER HOME.

Thus each year found new improvements that have kept this institution abreast of the times, and have won it an enviable reputation here.

Today the SNOVER FUNERAL HOME continues with its policy of constant betterment, and with its background of vast experience, serves the best interests of those who place their trust in it.

We are happy on the occasion of the 50th Anniversary of The New Era to extend greetings and wish for it success in the years to come.

The Snover Funeral Home

FRANK A. SNOVER JOHN N. SWARTZ

313 E. Broad Street, Palmyra, N. J.

NEW ERA STARTED HERE IN 1889

(continued from page 1)

in 1895 the old one was purchased by Samuel Rushbrow, who moved it to its present location, where it was used as a meeting place of the Riverton Porch Club until the club erected its own building at Fourth and Howard streets.

Dr. Janney Passes

Dr. Janney retired from active participation in the publication of The New Era in March, 1918, at which time Mr. Bowen became sole owner and editor.

Dr. Janney died on Wednesday, June 15, 1921, and was interred in the burying ground of Westfield Friends' Meeting, of which he was a member. At the time of his passing the following article was published in The New Era.

"Dr. Janney was associated with The New Era from its infancy, and by his able assistance, sound advice, and financial aid made its existence possible. He established the paper on the principles of justice and fair dealing which it has always endeavored to maintain. While his work was chiefly editorial in character, his influence was felt in every department, and whatever success this institution may achieve will be due to the patience of his guiding hand and to his abiding faith during those first and discouraging years. And while the doctor withdrew from active participation in the affairs of the paper a few years ago, he retained his interest to the last. In his passing, The New Era loses a valued patron, friend and advisor, and the publisher is bereft of a friendship that was particularly helpful and inspiring, and which was never marred by a single disagreement during a business relationship of nearly thirty years.

"Dr. Joshua D. Janney, who had lived for more than half a century in this neighborhood, died on Wednesday, June 15, 1921. He enlisted in the army soon after the Civil War broke out and served as a surgeon during the conflict.

"While engaged in a large medical practice, he found time to fill several public offices serving at various times as a member of the township committee, board of education, and for many years, as coroner of Burlington county. He had a large circle of friends who esteemed him for his kindly manner, his integrity of character, his clear judgment and sound advice, which was sought by those in all stations and walks of life."

Population Small

The first few years of the new newspaper was a struggle for existence. The population of Riverton in 1900 was 1332, Palmyra 2,300, and Cinnaminson Township 1078, a total of 4,610, which was a rather limited field to support a newspaper and printing establishment.

The equipment consisted of a cylinder press, run by man power by means of a handle fastened in a heavy flywheel, for printing the newspaper. A small platen press, operated by a foot treadle, was used for commercial work. There were a few fonts of display type, and enough "body type" for the news columns of the paper, which was set by hand.

The mechanical force at that time consisted of the manager, his younger brother Earl, and one hand compositor.

The growth of The New Era has been slow but substantial. The equipment now consists of a photographic department, a cylinder press, three platen presses, with individual electric motors, an Intertype (type setting machine), power cutter, folding machine, stitcher, punch, adequate type and all the other miscellaneous equipment required in a modern print shop.

Incorporated 1937

In September, 1930 Karl W. Latch became asociated with The New Era as sales manager. The first of January, 1937 another member joined the staff, Frederick W. Metzger and the business became The New Era, Inc., with Walter L. Bowen, president; Mr. Latch, vice president, and Mr. Metzger, secretary and treasurer.

It has been the privilege of The New Era to "grow up with the community" and take some small part in its development. The success of The New Era has been the result of the loyal support of local business men, organizations and individuals. If we have contributed a bit to the general welfare we are content.

INTERESTING FACTS ABOUT CINNAMINSON

The New Era is indebted to Miss Beulah Perry for the following historical data concerning the early history of Cinnaminson.

The name Cinnaminson was used when the post office was established in 1835, on account of another Westfield post office in Union county. Cinnaminson is an Indian name, meaning sweet water.

This is probably attributed to the fact that there was a group of sugar maple trees on the banks of the Delaware near here and, in the early spring, the Indians came from far and near to tap the trees for sap which they called Se-ne-men-sing, meanting sweet water.

One old account states that the old Indian trail leading from the Delaware river to the seashore through Moorestown and Mount Laurel was known as the Se-ne-mensing trail in early days.

When the post office was established in 1835, William R. Lippincott, then a lad of 13, with view of promoting the enterprise, volunteered to be the first mail carrier. His duty was to meet the stage from Camden at Moorestown and to deliver the outgoing and receive the incoming mail. This mail route was continued until 1853, when Riverton was founded and the railroad station established and mail diverted to that place.

There was a settlement of farmers along the river shore extending back a distance of a half a mile. The navigable streams, being considered highways and, being accessible, were settled first. There was a blind roadway through an almost unbroken forest which led from the wheelwright shop on the highway at Westfield in a zigzagging course in the northerly direction, passing Jack's pond on its way to the river.

IN GUN BATTLE

Policeman Joseph Rodgers was seriously wounded and Chief C. Morris Beck was shot through the shoulder by four gunmen on Sunday, February 17, 1929, at 3 a.m. near Broad street and Morgan avenue. The officers, on an auto patrol, became suspicious of a car seen near the point of the shooting and approached it to investigate. Without the slightest warning, the four thugs opened fire and the police were wounded during the first volley. Chief Beck, although injured, managed to escape death from the rain of lead and got Officer Rodgers to a doctor immediately. His condition was most serious, having been shot through a lung but he recovered after a long period in a hospital. Both men behaved with the utmost bravery under fire. Two of the gunmen were later apprehended, but were acquitted following a jury trial.

The Palmyra National Bank opened on Saturday, August 27, 1932.

MANY GATHERED HERE

The Lawn House, located at the corner of Penn street and the river bank, was for many years, the summer rendezvous for members of society in this section. Numerous guests from Philadelphia, New York and other points, spent the entire summer at this well-known hostelry.

Now it is merely a memory, having been razed several years ago, a grassy lot marking the spot where the structure formerly stood.

HELP WANTED

Labor wanted in mills and yard of John A. Roebling's Sons Co. Good wages, steady work. Free life insurance after one year continuous employment. (Adv. in The New Era, March 1, 1923.)

The Twilight All Stars were defeated by the Field Club, 10-8 in a game played during the summer of 1923. The lineups were: Twilight: Hubbs, Schroepfer, Bennett, King, Buchholz, Hullings, Beahn, Steedle and Hoyt. Field Club: Pfaff, Donaghy, Gibbon, Kemmerle, Rodgers, Ivory, Hoyt, Jenkins and Orcutt.

—o—

The Palmyra pumper was purchased during the fall of 1923 at a cost of $12,500.

—o—

The Grand Jury requested the Burlington County Board of Freeholders to modernize the jail on January 21, 1921.

—o—

Farmer Joseph Wallace is painting his house.

A BUILDING AND LOAN BARGAIN!

This fine property, on one of Palmyra's desirable residential avenues, is typical of several homes that may be purchased at bargain prices through the TWIN CITIES BUILDING AND LOAN ASSOCIATION.

The house pictured here contains a large living room, dining room, kitchen, pantry, 4 bedrooms and bath, and finished attic, hot water heat, garage. Lot 65 feet x 147 feet.

Only $5250

TWIN CITIES BUILDING and LOAN ASS'N

BEFORE YOU BUY INVESTIGATE TWIN CITIES PROPERTIES

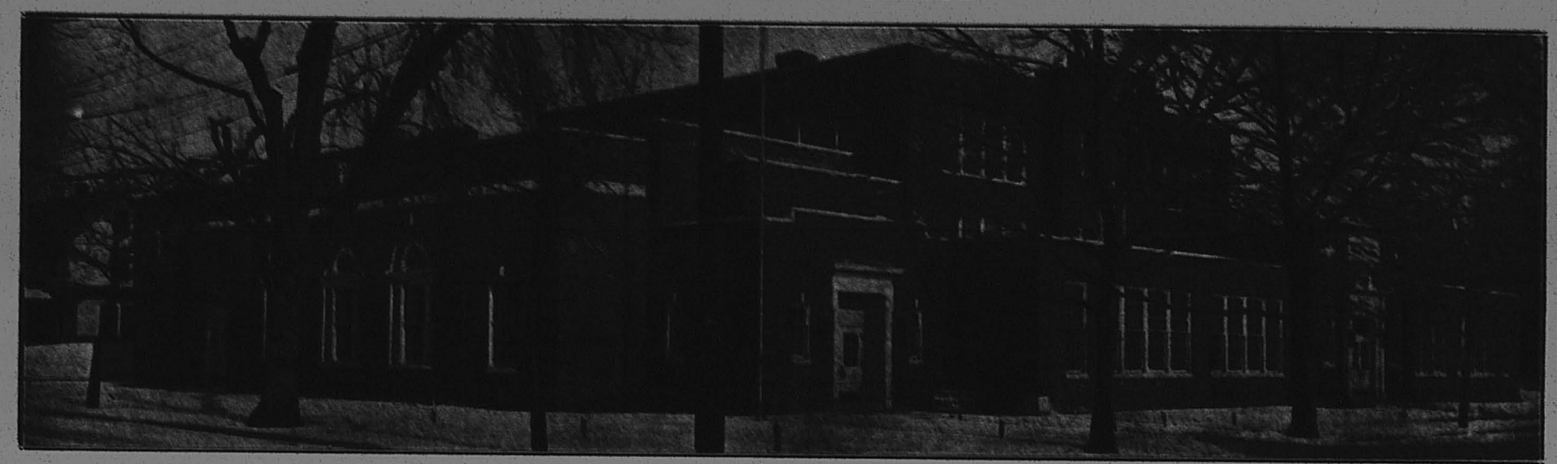
SEE YOUR REAL ESTATE BROKER

or any of the following officers or directors

OFFICERS	DIRECTORS	
John H. Etris, President	Charles S. Mills	H. W. Bauer
Edward E. Yerkes, Vice President	Harry B. Williams	Frank Betz
E. Horace Houder, Treasurer	Joseph L. Stack	John H. Etris
Herbert J. Kemmerle, Assistant Treasurer	Joseph F. Yearly	P. Conner Hulse
Howard B. Conover, Secretary	Fred. W. Metzger	Edw. E. Yerkes
Arthur W. Lewis, Solicitor	E. Horace Houder	Arthur W. Lewis
	Howard B. Conover	

CONGRATULATIONS TO THE NEW ERA ON ITS 50th ANNIVERSARY

RIVERTON PUBLIC SCHOOL



According to available records, the first schoolhouse, in what is now Palmyra and Riverton, was a small brick building which stood near the railroad at Elm avenue. The next location was at Fourth and Howard streets. This was a frame structure, known as Cinnaminson School, No. 7, being erected in 1856. In 1867 there were 51 pupils. After various additions were made to this building, a larger one was built in 1892 at a total cost of $5,000. In 1896, a smaller structure, purchased from the Catholic Church was utilized as a kindergarten. These facilities soon became inadequate, however, and a new school house with 11 classrooms was constructed in 1910 on the site of the present building at a cost of $38,000. This proved equal to the needs of the community until it later became necessary to erect a wooden two-room addition adjacent to the main building.

The thought of a new building was first conceived by members of the Riverton Town Meeting, who advanced the idea at a session of Riverton Borough council November 20, 1933. Following a period of discussion and negotiation, a P.W.A. grant of $23,800 was received toward the construction of new quarters and this, with the sum of $63,000 contributed by the Borough provided the finances for a complete renovation of the existing structure and a large addition.

The cornerstone was laid on October 1, 1938, with appropriate ceremony by Mrs. Marion R. Elwell, president of the Board of Education at that time. Dedication exercises were held on Tuesday, January 4, 1937. Miss Caroline M. Staman is supervising principal of this thoroughly modern school plant which should prove entirely sufficient for the needs of the community over a period of many years.

MANY ORGANIZATIONS CONTRIBUTE TO GROWTH OF LOCAL COMMUNITIES

Cover Wide Field; Membership Includes Large Number of Local Residents

VITAL FACTORS IN CIVIC ADVANCEMENT

Welfare, Visiting Nurse, Red Cross, Rotary Club, Porch Club, and Many Others Organized

There are a number of organizations in Palmyra and Riverton, the growth and development of which has been intimately connected with the advancement of these communities.

Prominent among these is the Riverton Yacht Club, the ninth oldest organization of its type in the United States, having been founded on July 1, 1855. It is also the third oldest yachting organization on the Delaware River.

The first officers were: Casper W. Morris, commodore; Jacob G. Morris, vice commodore and Edward H. Ogden, secretary-treasurer. The club was incorporated March 9, 1881, by Walter G. Wilson, Charles E. Cornelius, J. Rulon Miller, Charles W. Davis and William R. Ellison. Among the early members were Casper and Jacob Morris, Charles M. Biddle, H. C. Biddle and Clement A. Griscom.

Of late years, the club has witnessed a period of new activity due to the development of the "Duster" class sailboat by members of the local organization.

"Comet" class races have also taken on an added significance due to the fact that Edward K. Merrill, a member of the club for many years, won the National Championship in that class during the Summer of 1938, and was also the winner at a regatta held in Porto Rico during the early part of this year.

Present officers of the club are: Howard Lippincott, commodore; J. P. Mudd, vice commodore; Edward K. Merrill, secretary-treasurer, and Charles W. Knight, rear commodore.

THE PORCH CLUB

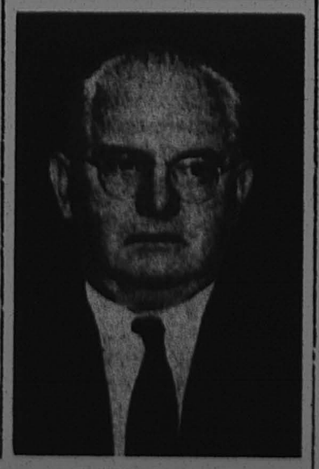
This organization was first formed as a Reading Circle for the review of current books in the early spring of 1890. It had but a presiding officer and secretary until five years later when a complete organization was effected. Meetings were held once a week at the home of Mrs. Edward H. Ogden.

(continued on page 4)

LEONARD R. BAKER

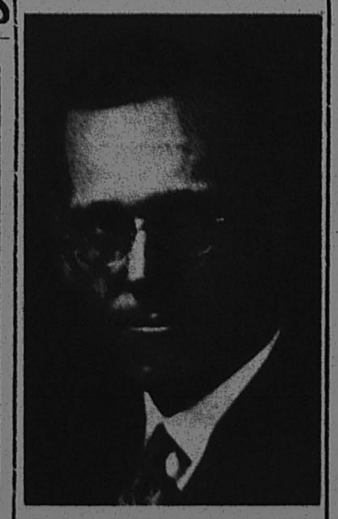
President of the Palmyra Board of Education. Members of the Board are: Mrs. John C. Mallory, Carl W. Lutz, William A. Donaghy, George M. Rivel, James B. Ryan, Joseph S. Low, George M. Durgin, and J. B. Henson.

Mark W. Nace is district clerk.



HILTON M. SMITH

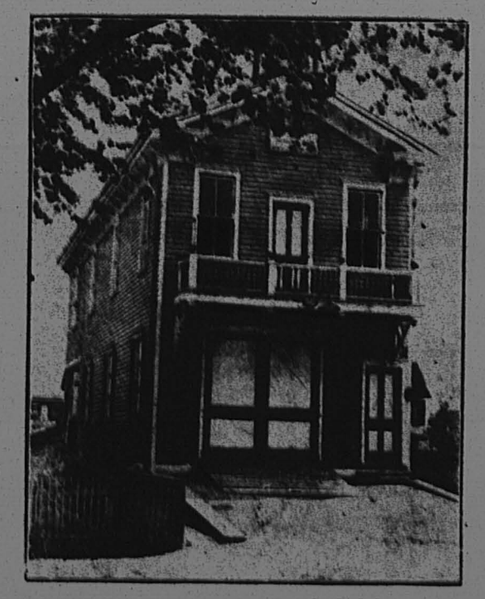
President of the Riverton Board of Education. Board members are: Mrs. Charles H. Yost, Mrs. David F. Little, Robert G. Adams, Arthur F. Burns, Dr. J. Rowland Day, Richard M. Woodward, Albert C. Farrow and Thomas R. Taylor. The district clerk is William H. Bottger.



HOWARD G. TAYLOR

President of the Cinnaminson Board of Education. Also on the Board are: Mrs. Christina Davidson, B. R. Leach, Leslie W. Reeves and Maurice Conrow. Miss Emma C. Frank is district clerk.

VERY EARLY



The first quarters of the Riverton Fire Company which are forgotten by all but the oldest residents. All apparatus was drawn by hand to the scene of action.

LATEST EQUIPMENT

New Era Staff Photo

The Packard car, purchased by the Palmyra Ambulance Association, and delivered on January 1, 1937, provides the utmost in comfort for transporting the sick and injured. The humane work of this volunteer organization has been going on in this section for many years, the association having been organized during December, 1921, with the following officers: G. J. Axtman, president; Frank A. Snover, vice president; Clement Horn, secretary; Sidney Snelson, treasurer, and C. Morris Beck, assistant treasurer.

At the time the association was organized, plans had already been made for the purchase of an ambulance and this was delivered during the early part of January, 1922. In 1924, the first car was replaced by a Buick at a cost of $2,850, and this did valiant service until 1929, when it was replaced by a Studebaker. This, in turn, made hundreds of trips until the equipment shown above was acquired.

The present officers of the association are: Addison Chandler, president; Carl Wilcox, vice president; Edward J. Werrbach, secretary, and Vernon G. Adams, treasurer.

PALMYRA FOUNDRY ORGANIZED IN '20

The Palmyra Foundry Company was organized in 1920 by Elwood F. Thum, its president today.

Starting with but 30 employees at that time, the Palmyra Foundry has reached a peak of 75 employees.

This local plant specializes in general jobbing requirements in white iron, grey iron, and special alloy castings. The bulk of this trade finds its way into the metropolitan Philadelphia district.

Castings are also made for heavy machinery such as used in the production of paper, box forming machinery, pharmaceutical machinery and average plant requirements.

Speciality

One of the specialty lines of Palmyra Foundry Company is pneumatic vacuum ash removal systems, which are found in some of the largest utility and industrial power plants. Twenty-six hundred installations have been made to date in states east of the Mississippi.

The company is at present making improvements to the exterior of their plant at the corner of Broad street and Public Road, and will shortly have its exterior appearance a credit to the community.

The officers of the Palmyra Foundry Company are: Elwood F. Thum, president and founder; C. S. Muir, treasurer; A. A. Thum, plant superintendent; and E. F. Thum, Jr., in charge of production.

THIEVES THEN AND NOW

In this modern age, thieves take about everything in sight, even to trees and golf greens.

'Twas ever thus, apparently, since The New Era of March 9, 1900, mentions the fact that 12,000 feet of trolley wire was stolen from the Burlington-Mt. Holly line on several expeditions by the marauders.

The cornerstone of the home of St. Joseph's Council, Knights of Columbus, was laid on March 22, 1925. The completed structure cost over $25,000. Rev. Joseph A. Rigney was pastor of the Sacred Heart Church at the time and the following were members of the building committee: Joseph Yearly, H. C. Sims, A. E. Conlow, R. J. Wood and John Holvick.

—o—

"Nothing but the Truth," directed by Leonard R. Baker, was presented in the Palmyra High School auditorium on March 13, 1925. Included in the cast were the following: Melvin Burr, Fred Frei, Gordon Moffitt, J. Peter Johnson, Helen Schontz, Laura Jones, Margaret Curry, Dorothy Ryckman, Helen Belcher and Robert Rector.

—o—

St. Paul's Baptist Church, East Riverton, was dedicated on Sunday, September 4, 1921, the extensive improvements costing over $6,000.

—o—

The Palmyra ambulance arrived on Saturday, January 19, 1922, and the first patient was transported on the following Wednesday.

E. S. Wood defeated Dr. Charles S. Mills 2 and 1 for the golf championship of the Riverton Country Club, on October 15, 1921.

—o—

Leslie W. Reeves, of Palmyra, was elected State President of the P. O. S. of A. on September 15, 1932.

—o—

Miss Caroline M. Staman was named supervising principal of the Riverton Public School on May 5, 1932.

The Second Liberty Loan was greatly over-subscribed here, the Palmyra-Riverton quota of $60,000 being exceeded by $90,000.

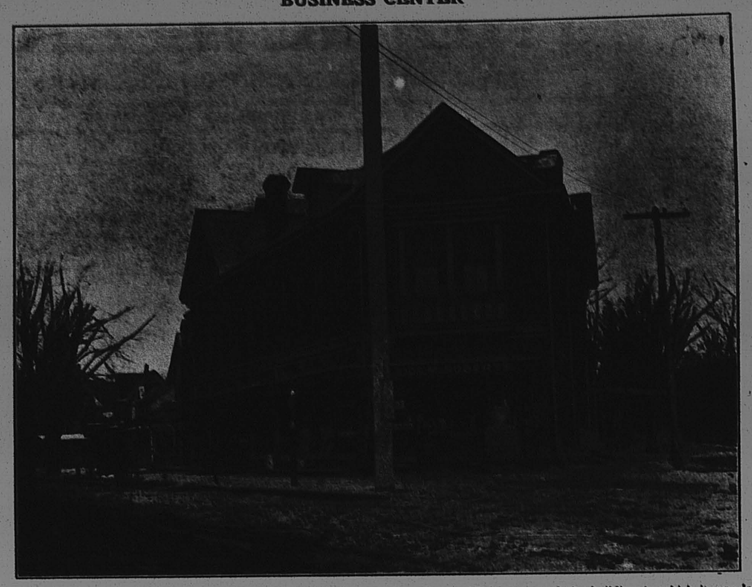
—o—

The Mt. Zion A. M. E. Church, of Riverton, was practically destroyed by fire last Sunday morning (Jan. 14, 1932).

—o—

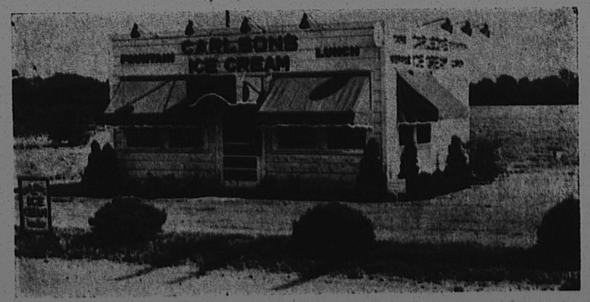
Palmyra's budget for 1925 was $43,360, of which $24,125 was to be raised by taxation.

BUSINESS CENTER



The Roberts Store was, for many years, one of the leading Riverton mercantile establishments, and the building in which it was located dominated the central section of that community. The structure was demolished in 1938 to make room for a service station

CARLSON'S
RICH, CREAMY
HOME MADE
ICE CREAM



CARLSON'S
RICH, CREAMY
HOME MADE
ICE CREAM

ON ROUTE 25 NEAR INTERSECTION OF HIGHLAND AVENUE

WE cordially invite you to visit our Burlington Pike Store (pictured here) or our Drug Store at 606 Main Street, Riverton, to try our delicious home-made ice cream.

At both locations we have, in addition to our ice cream a light lunch service, fountain service and delicious sandwiches.

In our Riverton Drug Store we maintain a prescription department where doctors' prescriptions are accurately compounded, a complete smokers' counter, toilet goods, greeting cards, cosmetics, etc. Your loyal support at both of our places of business has been greatly appreciated.

To The New Era, a business neighbor, we extend our hearty congratulations and wish for them every success in the years to come.

CARLSON'S

606 MAIN STREET
RIVERTON

Telephone Riverton 1510

ROUTE 25 (Burlington Pike)
CINNAMINSON

MILLSIDE FARMS milk enjoys today a wide distribution among many South Jersey towns, and is being served to hundreds of customers in each.

Millside Farms started in a small way 20 years ago with a limited clientele in its own immediate neighborhood, and one truck to deliver its products.

Through its rigid policy of producing high quality milk under the strictest of sanitary conditions, Millside Farms today has built an increased patronage that requires a fleet of 40 trucks to daily serve its customers.

If you are not a Millside customer, we invite you to try our milk—it's rich in butter fat—low in bacteria count—pleasing to the taste and splendid for cooking and baking.

Now that the kiddies are back to school—give them every advantage . . . leave an ample quantity of Millside milk in the refrigerator for them to drink their fill. Milk is Nature's best food.

Millside Farms is happy on this occasion to compliment The New Era on fifty years of continuous newspaper publication, and extends its heartiest congratulations to the management.

MILLSIDE FARMS

RIVERSIDE, N. J.

ORGANIZATIONS

(continued from page 1)

The charter members were: Mrs. Edwin C. Grice, Mrs. Edwin Stevens, Miss Isabel Earnshaw (Mrs. John Tucker Murdock), Miss Amelia R. Coale, Miss Elizabeth S. Coale (Mrs. Horace G. Philips), Miss Helen Lippincott, Miss Katharine Cowten and Miss Cecelia Leavitt.

Early in its career, the club became affiliated with the New Jersey State Federation of Women's Clubs and was incorporated in 1908.

In 1904, the club began to hold meetings in the building at 609 Main street, later used as a post office, and now occupied by The New Era. It was soon decided, however, to erect a permanent home for the organization and, on March, 13, 1909, the corner stone for the present building was laid at the corner of Howard and Fifth streets, Riverton.

During the summer of 1937, extensive alterations and additions were made to the club house which have greatly increased its usefulness in respect to the varied activities of the organization. Numerous meetings are held throughout the year, including the activities of the several sections, and many prominent authorities on various subjects have addressed the members from time to time.

There are two hundred and thirty-five members at the present time and the officers for the current years are: Mrs. Francis B. Elwell, president; Mrs. C. H. Carpenter and Mrs. J. D. Clark, vice presidents; Mrs. Stuart B. Clark, corresponding secretary; Mrs. Raymond M. Fuller, treasurer.

RIVERTON COUNTRY CLUB

This organization was established in January 1900, and by July of the same year, members were already playing over the nine-hole course, which was later enlarged to 18 holes, the layout being among the best in the entire country. The new course was officially opened on Labor Day, 1917, Vice President Arthur Dorrance driving the first ball.

Ezra Lippincott and Edward H. Ogden were the original sponsors of the club project. The first officers were Edward H. Ogden, president; J. C. W. Frishmuth, vice president; Weston Donaldson, treasurer; and James S. Coale, secretary. The incorporators were the officers named in the foregoing and Frederick S. Groves and J. Lawrence Lippincott.

At present, in addition to the golf course, other facilities include a splendid club house, several tennis courts and four bowling alleys.

Each year the club enters a team in both the men's and ladies' divisions of the Interclub Tournament sponsored by the Philadelphia Golf Association, and there are also two men's and ladies' bowling teams in the Interclub Bowling League.

A full program of golf activities starts each year on May 1 and continues well into the autumn. Other special events held recently on the local course include the South Jersey Amateur Tournament and qualifying rounds of the Professional Golfers' Association.

Walter P. Brickley, present professional at the club, is the secretary of the Philadelphia section of the latter organization. Robert Conroy is the present club champion, and the officers for the current year are: J. Douglas Clark, president; V. Claude Palmer, vice president; Walter T. Blyler, treasurer, and Willis DeLa-Cour, secretary.

ASBURY METHODIST CHURCH

New Era Staff Photo

This religious organization was founded over one hundred years ago, and celebrated the first century of its existence during October, 1937. The present church building was erected in 1874. Rev. Milton McCann, of Bridgeboro, is the pastor.

RUSH ON GAS STOVES

For two or three weeks not a day has passed but the River Shore Gas Company has sold at least one gas range, to say nothing of the constant orders for piping for illuminating purposes.

Wednesday of this week was a record breaker—eight stoves were ordered (April 27, 1900).

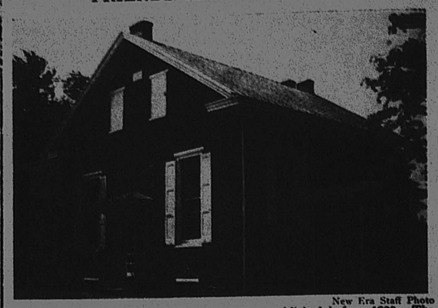
CARELESS!

One cannot be too careful about keeping the street in order. Those who peddle the toothsome shad from door to door should not leave the refuse in the street as they prepare the fish for the customer. Shall a word to the wise be sufficient in this case? (Editorial comment in an early issue of The New Era.)

Election in 1917 was completely over-shadowed by the war news.

Murray C. Boyer was president of the Burlington County Boards of Education in 1923.

FRIENDS' MEETING HOUSE



New Era Staff Photo

The Westfield Friends' Meeting was established before 1800. The original house of worship was burned in 1859 and the present structure was built soon after on the original site. After the meeting house was burned in 1859, sessions were again held in the school house while the building pictured above was being built.

In 1921, the Preparative Meeting became the Westfield Monthly Meeting of Haddonfield Quarterly Meeting.

The First-Day School was established in 1871 under the superintendency of Ezra Lippincott, who held that position for 33 years.

In the meeting records of 1794, a propostion was made from the Preparative, Meeting of Chester to hold meetings for worship at the Friends' Lower School House, within the limits of said meeting; not only to accommodate divers members being somewhat remote from the Preparative Meeting, but those of other professions contiguous thereto.

Meetings were, accordingly held in the school at the bend of the Riverton-Moorestown road for several years.

The name Westfield was given to the land purchased from Thomas Lippincott on March 25, 1797, which he called his "west field."

The meeting was continued from time to time up to the year 1801, when a meeting house was erected.

BACKED BY GOOD WORKMANSHIP
BASED ON

40 YEARS
EXPERIENCE

RIGHT HERE IN RIVERTON,
PALMYRA and CINNAMINSON

OUR MANY YEARS OF EXPERIENCE ESPECIALLY FIT US TO MAKE HELPFUL SUGGESTIONS, TO OFFER THE BETTER PAPERS, PERFORM A BETTER PAPERHANGING SERVICE AND DO THE WORK AT A PRICE TO SUIT MOST ANY BUDGET.

It costs nothing to see our samples and get our prices

PHONE RIVERTON 790 NOW!

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PAPERHANGING
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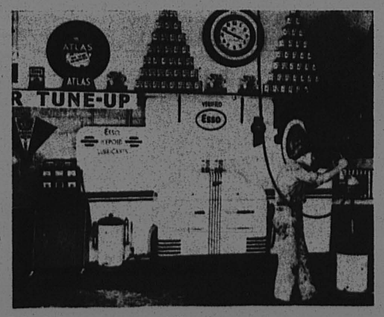
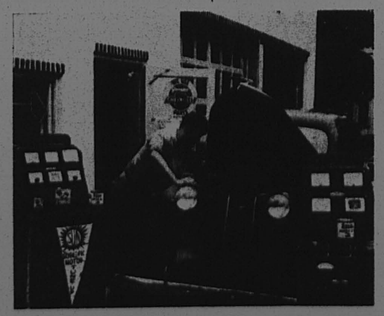
504 Main Street
RIVERTON





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The celebrated Standard Oil Co. products are a feature of our station. We supply Essolene and Esso Gasolines, Essolube and Esso Motor Oils, and the complete line of Atlas Accessories. Esso Verified Lubrication, applied with the latest type high pressure equipment, assures motorists of perfect lubrication service.

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CONGRATULATIONS TO THE NEW ERA ON ITS 50th ANNIVERSARY

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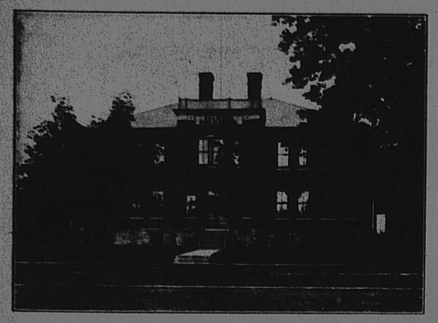
Telephone Riverton 1567

SPRING GARDEN STREET SCHOOL



In 1865 a one-story brick building was constructed on Cinnaminson avenue to accommodate 80 pupils. The school board at that time was composed of Charles Lowden, John S. Morgan and John Wallace. An addition was made to this structure in 1877 and a second story added in 1886. The modernized school house is still in use on the original site.

During 1895 another school building was erected near the first, this being the one pictured above, facing on Spring Garden street. This contains eight classrooms with other facilities and has been modernized from time to time, extensive alterations having taken place within the last two years.

PARTY A GREAT SUCCESS HERE

A public card party was real news when The New Era was in its infancy as may be evidenced by the following account of such an affair that appeared in the issue of February 18, 1900.

The public euchre in Society Hall last week under the auspices of the Palmyra Bicycle Club was successful beyond the anticipation of its originators. There were 24 tables and 17 six-minute games were played. John G. Horner was master of ceremonies, assisted by James T. Weart, Victor Kummerer, Charles Dobbins and C. F. Slater was the time keeper.

Prizes

The prizes were won as follows: first lady's—Mrs. J. W. Sylvester, one dozen cut-glass tumblers; second, Mrs. Warren Williams, pocket-book; third, Mrs. A. A. Slater, cracker jar; Mrs. Weyman, Mrs. Wattson and Mrs. McGinley won fourth, fifth and sixth prizes respectively. Mrs. Albert Waters was awarded the seventh and Mrs. Kirby got the booby prize.

The first gentlemen's prize, a silk umbrella, was won by Arnold Beckenbach; second, pocket-book, T. J. McGinley; third, box of cigars, L. A. Weikman. Mr. Pearson, Daniel Clifton, H. Holbrook and Conrad Becker won fourth, fifth, sixth and seventh prizes. William Thomason got the booby prize.

The room in which hats, coats, etc. were checked was in charge of William B. Powell and so efficiently did he perform his duty that even the umbrellas found their respective owners.

Fred Blackburn and Harry DeStilfried had the highest number of points, but being members of the club, generously gave way to the visitors.

TROLLEYS WERE TO BE HEATED

An ordinance granting permission to the Camden and Trenton Railway to construct and operate a street railway within the jurisdiction of Cinnaminson Township was unanimously passed by the Township Committee of that community on February 23, 1900.

It was stated that the cars would be modern affairs of handsome pattern, supplied with fenders and heated during the winter months.

PHONE SERVICE IN 1900

The Burlington County Telephone Company, in requesting permission to erect poles and string wires in the Borough of Riverton, during 1900, advised that phone service to all parts of Burlington county would cost $20 per year.

MY! MY!

A number of lads who were discovered playing poker at the old Riverton race track last Sunday have been warned by the marshall that if they are caught again they will be arrested (April, 1900).

The lowest temperature here during the winter of 1900 was 4 degrees above zero. Snow fell on 18 days.

Two hundred votes were cast in Riverton during the election of 1900.

Farmers held out for $7.00 for canhouse tomatoes in 1900.

Another luxury has been afforded the residents of Riverton, gas being turned on during March, 1900.

The "decalcomanie" craze is now the latest among Palmyra children, and much to the regret of a certain father who found the rim of his derby hat handsomely decorated.

THREE VETERANS

Russell (Lena) Blackburne, center, present coach of the Philadelphia Athletics, flanked by "Len" Baker and "Pat" Steedle as they appeared a few years ago at an exhibition baseball game played here. All three were prominently connected with the National Pastime in this vicinity and have done much to further the advancement of local sports. Mr. Baker assumed the presidency of the Riverton Athletic Association this year.

A FORMER BEAUTY SPOT

Pennsauken Creek, as it appeared prior to 1909, when the clear unpolluted waters were a mecca for swimmers, and boating on the sparking stream was a pleasure during the summer months.

1929

1939

TEN years ago the Real Estate and Insurance Agency of Walter D. Lamon was founded here. A decade has brought a lot of changes in these communities . . . changes for the better. In our capacity of Real Estate Broker it has been our privilege to aid in a small way towards these improvements.

The loyal support of our townspeople has been most encouraging to us, and has inspired us to ever strive for a better community in which to live.

We cordially invite you to visit our office whenever you have a real estate problem, or to seek the benefit of our insurance advice in any of the varied modern risks.

Our large file of residential and business properties for sale or rent is always open to your inspection.

A "TEN YEAR OLD" GREETS A "FIFTY YEAR OLD" AND SAYS "CONGRATULATIONS!"

WALTER D. LAMON

REALTOR

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BEST WISHES

WHEN a newspaper approaches the half-century mark, the occasion is one at which real merit is justly celebrated. To Riverton's "The New Era", celebrating its fiftieth anniversary, Public Service extends its sincere best wishes.

Times have changed since the year 1889 when "The New Era" came into being. Automobiles, airplanes, express highways, and the manifold uses of electricity had not appeared. The home and the factory had not the electric and gas aids which play so large a part in 1939. Transportation problems had not been solved. The business of living was a rougher, more primitive experience.

Today, modern progress and science have changed this picture. The population of New Jersey has quadrupled. Life moves faster and more easily, aided by modern communication methods and the electric, gas, and transportation facilities so necessary to our domestic and industrial life. Public service is proud to have played its part in developing New Jersey and the communities within its borders by providing essential utility services. It pledges itself anew to continue to work for the common good and to maintain a cooperative bond with such institutions as Riverton's "The New Era".

PUBLIC SERVICE CORPORATION OF NEW JERSEY

AND ITS SUBSIDIARY OPERATING COMPANIES

A-7079

PALMYRA BOROUGH

SUGGESTS 5 GOOD REASONS WHY YOU SHOULD MAKE YOUR HOME WITH US . . .

1 Palmyra is essentially a residential community offering fine comfortable homes in all price classes, located on beautiful shaded streets. Civic pride runs high in Palmyra. The town's health department is constantly on the alert to keep the borough clean and healthy. Palmyra is just completing a new sanitary sewer system with a modernized and enlarged sewage disposal plant, thus making sewer connections available to all property owners within the borough limits.

2 Palmyra offers to families raising children, a public school system second to none. Both elementary and high school are far advanced and highly rated in educational circles.

3 A beautiful municipal park, recently completed, offers free recreation to both sexes of all ages. There are tennis courts, softball diamonds, regular baseball field, volley ball, basket ball and complete playground equipment for the kiddies.

4 Palmyra has several industries including foundry, laundry equipment manufacture, hosiery mill, vending machine manufacture, candy making, etc. These industries provide employment and help community prosperity. Other industries too, are invited to investigate Palmyra for future location.

5 A thriving business section is another of Palmyra's assets. A wide variety of merchandise offered by progressive merchants enables residents to keep the cost of living down and satisfies most every shopping need quickly and economically.

If you are not a resident we invite your consideration—if you are, tell of its advantages to your friends and acquaintances.

The Mayor and members of Borough Council are happy on this occasion to acknowledge the helpful cooperation of The New Era through the years for its faithful devotion to the best interests of Palmyra in its news columns. In this its 50th Anniversary Edition we say congratulations.

BOROUGH COUNCIL

JOHN F. WARD, Mayor
CHARLES K. MERVINE, President
WILLIAM F. ENGLE
ARTHUR P. WRIGHT
T. CURTIS FLYNN
WESLEY P. HUYETT
C. NEVIN BUCHHOLZ

Clerk
GEORGE J. SPENCER

1

2

3

4

5

1889 **THE NEW ERA** 1939

RIVERTON :: CINNAMINSON :: PALMYRA

PAGE 1 FIFTIETH ANNIVERSARY ISSUE SECTION 3

ROLL OF HONOR

Those who served in the forces of the United States during the World War:

Riverton

J. F. Allison
Clarence Armstrong
Howard Armstrong
Andrew Arthurs
G. H. Baker
William Baker
Wilbur F. Bard
Edward Bennett
Lawrence C. Bell
Frank Betz
Helen Elsie Biddle
Rahston Biddle
James Bradley
Eli W. Brown, Jr.
James Brown
James A. Claffin
Robert C. Clay
Edith S. Coale
Frank Coddington
Alexander Cole
Walter Compton
Samuel H. Conwell, Jr.
Jack Cooper
Stanley Corbett
Duncan Cuthbert
Antonio Diaconia
Franklin O'Olier
Calvin Durgin
George Evaul
H. C. Everett
Amanda Faunce
Edward S. Faunce
William Faunce
Dale B. Fitler
John Flynn
Thomas J. Ford
Leo Gauges
B. F. Groot
Jacob Gross
Arthur Hall
Charles Harris
Eugene Hatzell
Orlando Herbert
Harry F. Holt
Dunbar Hylton
Edith Holvick
Francis Holvick
Dewitt Houghtaling
H. W. Johnson
Charles Kelly
F. M. Jones
Louis Jefferis
Robert Jones
Lawrence Joyce
Charles H. Keen
Norman Kell
Walter Kennedy
Henry B. Kipp
George W. Kretchman
Robert Latta
Harold Leinan
Arthur Lieb
Ernest Lieb
A. C. Lloyd
Wesley Lloyd
Louis Lowden, Jr.
George MacMullin
Robinson MacMullin
Raymond T. McGibney
George L. Major
William A. Major
Howard G. Marston
Norman Messenger
Charles S. Mills
Lawrence Murdock
Otis W. Myers
Charles W. Nevin
Ogden Nevin
Perot Nevin
Raymond Pratt
J. W. Reed
Richard M. Reed
Thomas R. Reath
Henry B. Rianhard
Howard M. Rogers
Robinson W. Rogers
David W. Sager
Ralph Scott
C. Benedict Showell
G. F. Smith
Royal Smith
Russell Smith
Walter S. Snyder
Elroy Steedle
J. A. Stuckey
Robert Thomas
A. W. Teter
J. D. Tomlinson
Clarence Tucker
William Tyler
D. L. Vaughan
Howard A. Washington
George Weigel
Edward White
George T. Wilson
William A. Winner
F. C. Witte
Rudolph C. Woidill
Walter E. Woidill
Ralph Wolcott
Emerson Wolfschmidt
William J. Wolfschmidt
George F. Woodburn
Clarence S. Woolman
Walter C. Wright
Edward Yerkes

The following members of the Riverton Yacht Club were also in the service:

R. H. Bopp
George Bowers, Jr.
Watson Mervine
E. P. Morton
George Lawrence
Maurice Belknap
F. F. Boyd
G. G. Dunn
Ralph Light
Joseph M. Watkins

Cinnaminson

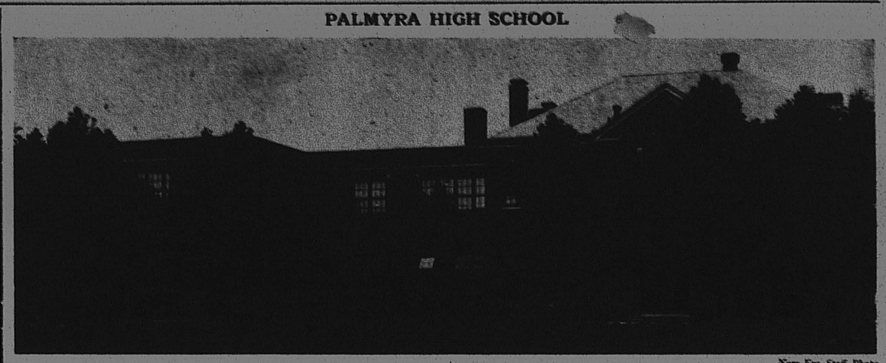
John W. Aydelotte
Pemberton Borton
Harvey Brown
Harry Brunt
Patrick Byrnes
G. H. Cannon
George Church
Arthur Coe
Howard Coe
John Collins
Clarence J. Conyer
Charles Evans
George L. Frank
Harvey Frank
Paul Frank
Charles W. Hall
Robert B. Gibson
Joseph Grant
A. E. Jackson
James Johnson
A. F. Jones
J. E. Keating
Lawrence Keating
Marius Kraacke
Rocco Leonardi
Arthur Murray
Louis Naple
Charles H. Payne
Nicholas Piccone
Clarence T. Pippitt
Joseph Pippitt
J. O. Poindexter
Peel Poindexter
S. A. Rominsky
Joseph Scepansky
Edwin Schmierer
B. R. Schoener
Joseph Simpkins
John Southwick
William Stanford
H. C Sterling
Cleveland J. Wallace
James J. Wilkins
Richard R. Wood
Robert N. Wood

Palmyra

George W. Albright
Maurice C. Allen
John Althouse
Gordon Andrews
Conrad Anthony
E. L. Arrison
John Aspinall
Charles Bates
Ellsworth Bates
Raymond Bailey
Samuel S. Barker
Edwin P. Bauder
Roland S. Bauder

(continued on page 4)

PALMYRA HIGH SCHOOL



New Era Staff Photo

The first school in West Palmyra was erected in 1900 at a cost of $1,500 for lot and building. This structure, now a dwelling house, is still standing at Third and Race streets. There were no other school facilities in this section of the community until 1909, when a new building was erected on Delaware avenue at a cost of $39,000. The location at this point followed a long controversy, with various factions favoring other sites. H. Parker Hurff was president of the Board of Education at the time, and his associates were: William C. Strang, Dr. Lewis L. Sharp, Elias Morgan, William A. Donaghy, Dr. Charles S. Voorhis, Thomas J. Prickett, Joseph Hemple, Curtis C. Hutchinson and Francis S. Day.

This building was utilized both as a high school and a grade school. According to available information, high school sessions were first held in the Spring Garden Street School, where there were three classes. The location was later changed to Berkeley Hall, a former private school building, that is still standing at Elm avenue and Fourth street, having since been converted into an apartment house. The structure has been unoccupied for a number of years.

As the years went by, the Delaware avenue building became entirely inadequate for the number of pupils and, after a long period of discussion over the various angles of the situation, in 1921, it was voted to construct an annex to the existing building and make a number of alterations. At that time two classes were being held in churches of the community.

Contracts for the new building were awarded on December 12, 1921, to George W. Shaner & Sons, Palmyra builders, the cost of the work being approximately $176,000. The first class graduated from the new building in 1923, there being forty-seven seniors at that time.

The president of the Board of Education was James T. Weart and the following were members of the Board: Dr. Charles S. Voorhis, George B. Clover, George W. Rogers, Dr. John C. Lord, William A. Donaghy, George J. Spencer, Charles W. Davison, George I. Harvey.

In 1937, there was great need for additional facilities and the Board of Education, together with Supervising Principal Paul R. Jones, prepared plans whereby existing space could be utilized to greater advantage. A number of additional rooms were provided without actually enlarging the building. Similar improvements were made in 1938 and a greenhouse constructed for use in connection with the course in agriculture. The latest addition to the school plant is the new stadium, which is rapidly neating completion.

Nearly two hundred members of the class of 1939 received diplomas at the commencement exercises held last June.

JOHN F. WARD

Mayor of the Borough of Palmyra. Council members are: Wesley P. Huyett, T. Curtis Flynn, William F. Engle, C. Nevin Buchholz, Charles K. Mervine and Arthur P. Wright. George J. Spencer is borough clerk.

MAURICE CONROW

Chairman of the Cinnaminson Township Committee. Other members are: Elmer Mandeville and Herbert Dinges. Harold R. West is the clerk of the township.

H. McILVAIN BIDDLE

Mayor of the Borough of Riverton. The members of Council are: J. W. Sylvester, Robert W. Knight, David F. Gould, Earl A. Shrader, Nathan Lane and Archibald Bush. Daniel M. Clifton is borough clerk.

CHARITY DANCE BIG AFFAIR

The annual Charity Dance in Riverton was always a big affair as may be evidenced by the following account of the function held in 1900:

The annual charity dance was given in the Riverton Lyceum (stood formerly on Fourth street, near Penn) Tuesday evening. These occasions tax the ingenuity and skill of the fair sex in producing pretty dresses, but this time they completely surpassed all former attempts.

The dance was given by Mrs. John C. S. Davis, who was the originator of the series. The proceeds are devoted to needy local families.

Decorations

The hall was very attractively trimmed with flags of all nations, the Stars and Stripes predominating. Riverton society people and many from Philadelphia were present, with several students from Princeton and Swarthmore participating.

The managers were: Commodore W. F. Ellison, Myers N. Fitler, Thomas Roberts, Jr., Robert Biddle, 2nd, H. McIlvain Biddle, E. B. Showell, J. S. Bioren, Somervell Solomon, Hafry Shreve, F. M. Millard, Walter H. Woolman, J. C. S. Davis, Samuel Lippincott, Clarence Cornelius, D. H. Wright, all of Riverton.

C. W. McIntyre, Harry Moore, J. S. Wallace, S. R. Davis, W. M. Hannah, John Hovey, N. Cramp, Clarence Whitbank, E. H. Fetterolf, W. S. Hilles and J. H. Carstairs, of Philadelphia.

GRASSY FIELDS?

The river bank should make a far better appearance with these houses demolished (Frishmuth and Showell) since a grassy field will be more pleasing to the eye than dilapidated houses (Jan. 14, 1932).

Just look at the sites now!

A near tornado caused considerable damage in this section on Tuesday, July 26, 1921.

—o—

The Palmyra sewage disposal plant was accepted by the Township Committee on October 20, 1922.

—o—

Palmyra considered an ordinance to tax peddlers in 1922.

CHRIST CHURCH, PALMYRA

New Era Staff Photo

Located on Parry avenue, near the intersection with Cinnaminson avenue, this church was dedicated on Friday, May 8, 1885, the Rev. Dr. John Scarborough, officiating. Rev. H. H. Weld, D.D., the rector of the Riverton Church, was pastor until 1885, when the Rev. R. G. Moses assumed the pastorate.

The church building was originally located in Riverton, being the original home of Christ Church, in that community.

The present pastor is Rev. J. H. Chapman.

MT. ZION A. M. E. CHURCH

New Era Staff Photo

This house of worship was dedicated in August, 1909, the location being at Penn and Third streets, Riverton. Prior to that time, the congregation met in Roberts' Hall.

The organization was originally known as the Mite Missionary Society, which was established in 1896, with Mrs. Alice Taylor as president.

Rev. John Robinson was the first pastor of the church, which, in 1909, had 19 members. The present pastor is Rev. George A. Mitchell.

Several years ago the structure was seriously damaged by fire, but the church was soon rebuilt with a number of improvements.

"Proposal to close river bank." (November 11, 1931).

—o—

There were watchmen's boxes for Riverton police in 1900. Several were broken by vandals during that year.

Books of postage stamps were first sold locally in 1900.

—o—

An $11,000 pipe organ was installed in the Broadway Theatre on December 22, 1922.

Our Good Wishes

TO THE NEW ERA
on its 50th anniversary of publication.

The high standards it always maintains have won for it a place of credit among country newspaper publications, both here and far afield.

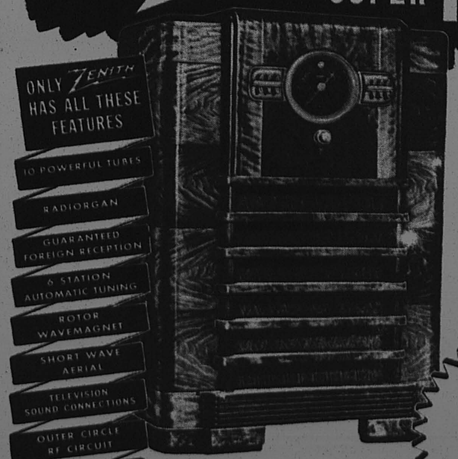
JESSE C. MARCUS

AT RIVERTON

One of the fleet of boats that formerly plied the Delaware between Philadelphia and Trenton, making stops at Riverton and other points enroute. The "Columbia," a speedy side-wheeler is shown discharging passengers and freight at the wharf of the Riverton Yacht Club. Crowds went to the pier to watch the arrival and departure of the boats each day.

THE SENSATION OF 1940

THIS GIANT NEW ZENITH SUPER 10



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105464—Ten-tube superheterodyne with Rotor Wavemagnet Aerial, Radiorgan, Automatic tuning, Big Black Dial, Outer Circle R. F. Circuit, Television Sound Connection, 10 inch Speaker, receives American, foreign broadcasts, police, amateurs, aviation, ships. 41½ inches high. Luxurious walnut finish cabinet.

Only $79.50 ON OUR EASY TERMS

● "Just the radio I've always hoped to own, you'll say, when you've listened to this great new 1940 Super 10 . . . Packed and jammed full of the kind of quality and performance that have made Zenith the standard of value in radio. Liberal allowance for your old radio.

OTHER MODELS $14.95 up

SCHWERING'S

EXPERT RADIO REPAIR SERVICE

Broad and Maple Palmyra, N. J.

Open Every Evening Till 9

Our Sincere Congratulations to The New Era on Its 50th Anniversary of Publication

BURLINGTON COUNTY

New Jersey's largest, spanning the State from the Delaware River to the Atlantic Ocean, offers unlimited advantages to new industries, prospective home owners, and new farming enterprises.

From the standpoint of industry, Burlington County has within its boundaries thriving factories embracing many products of manufacture doing a local, state, national and international business. Some of its products are wire rope, manila rope, cast iron pipe, watch cases, silk stockings, carbon paper, textiles, special alloy metals and a host of other products. Burlington County has much to offer new industries such as low taxes, rail, water and super highway transportation, skilled labor centers, close proximity to New York, Trenton and Philadelphia seaports, near two large metropolitan markets and New Jersey's own 4,000,000 population.

Burlington County offers much to prospective home owners. Once again low taxes, fine residential towns, aquatic sports on river, lake or ocean; excellent school systems, good economical transportation, etc.

Burlington County is a leader in agricultural circles and is noted for its fine fruit growers, truck farmers, blueberry and cranberry industries. Burlington County growers have held high posts in State agricultural offices and have contributed much to make New Jersey the "Garden State."

The official family of Burlington County welcomes new industries, new home owners and new farmers. A special committee has been appointed to promote the advantages of Burlington County. A letter to the Clerk of the Board of Freeholders, Mount Holly, New Jersey, will bring a prompt reply from this committee.

The County Officials congratulate The New Era on its 50th Anniversary and appreciate the part it has taken in promoting the best interests of Burlington County.

BURLINGTON COUNTY
BOARD OF CHOSEN FREEHOLDERS

PALMER L. ADAMS, Director

ALBERT C. JONES — CHARLES R. STOUT

CLARENCE G. PRICE — LEROY CHURCH

ROLL OF HONOR

(continued from page 1)

Eugene J. Beck
Pietro Di Bob
John R. Bellerjeau
Raymond Beggy
Daniel J. Blackburn
Calvin J. Boal
John A. Boehne
Alonzo F. Bonsal
George W. Bonsal
Emory Bowker
Clarence I. Brannon
George W. Brill
Thomas Bromley
F. W. Buck
Frank Buck
Angelo Cariti
Charles Carter
J. F. Cline, 3rd
Branson Cook
William Cook
Clifton Cooper
E. C. Coppins
George Craft
Edgar Creighton
John Cucinotta
Joseph Cugliotta
James Cuzzupe
Theodore D'Autrechy
Wesley Davies
Harry B. Davis
Frank Day
Samuel De Gaetano
Charles H. Degraw
Harold Dey
Atlee Donaghy
Irvin Donaghy
Harry Doughty
George M. Durgin
Arthur B. Earling
William J. Ellis
George S. Ettris
A. S. Frister
Arthur Fichter
Raymond Fichter
Robert Fichter
Harvey Fisher
John Fisher
Lawrence Flynn
Louis Forester
Harry Fox
G. T. Fountain
Hobart Garwood
Clinton Gibbon
W. R. Goldsboro
John Graham
Simon Gray
E. P. Griffenburg
Raymond Griffith
John Haas
Charles Hahn
Frank R. Haines
James Halowell
Benjamin G. Hardy
Charles Hawke
Herbert Hemple
J. G. Hemple
Edmond H. Hess
Harry G. Hobson
W. C. Hollowell
Harry W. Hubbs
Rayden R. Hubbs
Benjamin Jamison
Ronald D. Johes
James J. Jones
John J. Jones
Lewis T. Jones
Charles C. Kelton
Herbert J. Kemmerle
Mervine H. Kohler
George R. Kooker
William M. Kooker
Howard R. Lamb
Stuart J. Lee
William K. Letford
Wilfred P. Lippincott
Stanley Lippincott
Alfred Lippincott
Milton S. Lippincott
Warren Lloyd
Frank A. Mathews, Jr.
Clifford G. Matlack
Raymond McCloy
Leonard McCloskey
Ernest H. McCombs
Frank B. McCormick
W. Rex McCrosson
William E. McCuen
R. M. McLaughlin
William L. McNall
John M. Meany
Charles K. Mervine, Jr.
Watson Mervine
Charles R. Miller
Jacob P. Miller
J. W. Miller
William Miller
Harrison Mohrmann
Morton A. Mohrmann
George S. Morris
George Scheel Morris
Thomas Mood
Elias R. Morgan
Perry Morton
Thomas Naple
Dominick Nigro
Walter Peterson
Walter Pike
L. C. Polis
Thomas Poullott
Arthur S. Price
Henry Prisco
Salvatore Pronto
Fred Rapp
Howard R. Rarig
Horace Reber
A. L. Richter
Theodore Robinson
Joseph H. Rodgers
Fred M. Rodgers
Robert Rogers
Milton Romm
Furman Rush
Maurice F. Sandoz
Gideon Sapp
E. L. Sawyer
Gus Schaffer
Harry Schaeffer
Norman H. Schriver
Frederick Schwink
Joseph T. Seel
Edgar Shaner
John P. Sharp
Lewis Sharp
Edward F. Share
Charles F. Sheeper
Norman B. Smith
Robert Smith
Arthur P. Smythe
Joseph P. Smyth
George W. Speyd
William Speyd
William Stack
Harry Stack
Joseph Stack
Russell H. Stiles
John Stoer
Ralston G. Stoer
George W. Strabel
Roy G. Stow
William Strang
Russell H. Styles
William E. Stuchey
John Sutton
Gilbert B. Tees
Powell Thacher
George Truman
M. O. Valentine
Edwin VanLambert
Paul VanSant
Arthur Vaughan
Antonio Viggione
Fred Villes
George W. Vincent
Holland Vincent
Jesse Vincent
James Volpe
Charles F. Voorhis
A. T. Wallace
Russell Wallace
Charles Walters
James M. Weart
Edward L. Weihman
Harry Westney
Howard Westney
Joseph Whitehead
Andrew Wilkins
Joshua Wilkins
Thomas Wilkins
Alfred J. Wilkinson, Jr.
Maurice Wolf
Hammell Woolman
Arthur Wright
Frederick A. Young
Lafuld Young
Yeowomen
Grace Evaul
Charlotte Fox
Edna Hires
Elizabeth Lewis
Irene Truchsess
Edna Wismer
Gladys Morgan

CINNAMINSON HOME

The idea for this splendid institution had its origin in 1889, when a doctor working in one of Philadelphia's dispensaries during the hot summer months felt that what some of his child patients needed more than anything else was fresh air, sunshine and good milk. His thoughts were followed by prompt action and a house on the Burlington Pike was soon rented for this purpose.

This was the begininnng of the Children's Home of Cinnaminson, as the organization was known at that time. The first officers were Mary Emma S. Wood, president; Elizabeth S. Coale, secretary; Dr. Frances S. Janney, physician, and Amelia R. Coale, chairman of the visiting committee.

During 1897, the present quarters were obtained and these have been enlarged and modernized from time to time, with the result that existing facilities afford accommodation for an increased number of patients. Needless to say, the home is practically filled to capacity at all times. Of late years, the policy of the institution was altered to the extent that adult female patients were also admitted and the name was changed to the Cinnaminson Convalescent Home, but the humanitarian work remains the same as before.

The institution is supported entirely by voluntary contributions, and thousands of people have benefitted by the splendid efforts of the Board of Managers. The officers of the board at the present time are: Mrs. M. Albert Linton, president; Mrs. T. H. Dudley Perkins, first vice president; Mrs. Harry F. Jones, second vice president; Mrs. Richard S. Barclay, secretary; Mrs. Stuart B. Clark, assistant secretary; Miss Edith Coale, treasurer; Mrs. Lloyd Heulings, assistant treasurer; Mrs. Alice P. Hackett, secretary of donations.

Three hundred and nine convalescent adults were cared for in 1938, in addition to 37 infants. Patient days totaled 6,586.

LEAGUE OF NATIONS

Eight of the men engaged in digging trenches for the River Shore Gas Company were overcome by heat one day in August, 1901. There were two Hungarians, one Pole, one Russian and four Italians.

The fact that there were 129 poles on Riverton streets in 1900, with the possibility of more being erected, was greatly deplored.

NO JOY LIKE
Coming Home
TO A
HEALTHY, HAPPY
HOME

YOUR PLUMBER IS A
Guardian of Your Health

WHEN you need the services of a plumbing contractor—we offer you work based on many years of experience.

Our work has ranged from little repair jobs to the very latest in modern installations. We guarantee our work to be first class in every respect. We specialize in quality materials and do work at economical rates.

For your next plumbing, heating or roofing requirement we invite you to consult with us.

TO THE NEW ERA WE SAY "CONGRATULATIONS"

GEORGE FRIDAY, Jr.
PLUMBING - HEATING - ROOFING
ELECTROL and PETRO-NO-KOL OIL BURNERS
ELECTRIC VACUUM HEATER CLEANING EQUIPMENT
609 THOMAS AVENUE
Phone Riverton 937 RIVERTON

Congratulations

TO THE NEW ERA
on its 50th anniversary of publication.
We appreciate the business association with this newspaper over a long period of years.
HARRY C. STILLE

From a Room in a General Store . . .

THIRTY-TWO YEARS ago a group of successful business men in a growing community decided that a bank was needed if progress were to be made.

These men of vision were men of action, and in short order the Cinnaminson National Bank was organized and set up for business in a little room in the Joseph M. Roberts general store.

A new banking house on Main street followed soon after the organization, and was later enlarged to accommodate an increased business.

In 1925, the institution became the Cinnaminson Bank and Trust Company and thus enlarged the scope of its service to the communities it served.

Continued growth by 1927 again necessitated enlargement of its facilities—and the present building stands as an outward symbol of community cooperation and progress.

The Cinnaminson Bank and Trust Company takes this means of congratulating The New Era newspaper upon its Fiftieth Anniversary and for the part it has also played in community development.

CINNAMINSON BANK and TRUST COMPANY

RIVERTON, N. J.

CHRIST CHURCH EPISCOPAL

New Era Staff Photo

As there was no place of worship in Riverton during the early fifties, the first services were held in the house of Daniel L. Miller on December 23, 1855. These were continued by various pastors until 1859, when the first church was erected opposite the Riverton railroad station, the first service being held on June 9, 1860. In 1862, the Rev. Levi Johnston became the first resident pastor.

In 1871, the church was moved to Main and Fourth streets and enlarged. A frame Sunday School building was also erected at this location, being replaced in 1895, when the present Parish House was constructed.

The present edifice was built in 1883 and was consecrated on July 10, 1884, by the Rt. Rev. Dr. John Scarborough.

Rev. Francis B. Downs is the present pastor of a congregation of 400 members.

PALMYRA

(From Files of the 90's)

Rev. I. D. Moore is suffering with a cold.

—o—

The Palmyra Euchre Club had a grand time at Mr. Harry Clark's last Saturday evening.

—o—

Mr. W. R. Winters, of Burlington, was seen on our streets one day this week.

—o—

The heirs of the Elizabeth Smith property are making a settlement.

—o—

The K. G. E. should turn out in a body next Wednesday night as it is said a visitor from the west will be there.

—o—

Mr. Charles Simons, of Cinnaminson avenue, is enlarging his house in the shape of a bathroom. Steam heat will be installed.

—o—

Master Elvin Powell and his sister, Miss Florence, spent last week in Camden with relatives.

—o—

House-cleaning has made itself felt in the Y. M. C. A. rooms, the Ladies' Auxiliary having had them thoroughly renovated and cleaned, adding much to their appearance.

SPEEDERS

Complaint has been made of the frequent horse racing indulged in on Broad street. One night this week a wheelman was crowded out of the road by a man in a wagon and one on horseback.

This rapid driving is especially dangerous to the children who go out on their wheels after supper. The authorities will see that an immediate stop is put to this violation of the law.

There were 17 from Palmyra, 12 from Riverton and nine from Cinnaminson in the first draft quota that was drawn on July 20, 1917. The first number drawn in the gigantic lottery was 258. The initial contingent of local recruits as a result of the draft left for Camp Dix on Wednesday, September 21, 1917.

—o—

A citizen guard at the local water plant was withdrawn on June 22, 1917, after having been on duty for several months following the declaration of war against Germany.

—o—

A prediction was made in 1925 that "Palmyra and Riverton will soon reach the Burlington Pike."

—o—

Riverton had no fireworks on July 4, 1917.

SACRED HEART SCHOOL

New Era Staff Photo

Although plans for a parochial school had been considered for some time, it was not until 1931 that this institution became a reality, being dedicated on Sunday, September 13, before an audience of several thousand people.

The structure, which is located on Linden avenue, Riverton, contains six classrooms, several offices and an auditorium that will seat 500. The cost of the school, together with that of the convent located on Thomas avenue and erected at the same time, amounted to approximately $100,000.

The principal address at the dedication was made by the Rt. Rev. Edward C. Griffin, of Perth Amboy.

When the school first opened there was an enrollment of 150 pupils.

Palmyra Borough Council accepted the gift of its building lots comprising the former Field Club grounds with the proviso that the borough purchase the two remaining lots at a total price of about $500 (October 10, 1931).

One hundred and seventy-five children participated in Riverton's Fourth of July Flag Parade in 1907.

The new Broadway Theatre, Palmyra, was officially opened on October 8, 1931.

SHULMAN'S
DEPARTMENT STORE

Is headquarters for the following nationally advertised lines, sold exclusively by us.

- EDWARDS and CHAPMANS SHOES for CHILDREN
- ENNA JETTICK SHOES for LADIES
- FLORSHEIM SHOES for MEN

DO NOT TRUST TO **GUESSWORK** ACTUALLY SEE HOW OUR SHOES FIT YOUR FEET ON OUR NEW **X-Ray Machine**

- INTERWOVEN SOCKS for MEN — A VERY BIG ASSORTMENT
- ARROW SHIRTS and TIES for MEN
- MOJUD GUARANTEED LADIES' SILK HOSE
- STYL-O-SLIPS for LADIES
- VANTA GARMENTS—A Full Line
- MAIDEN FORM BRASSIERES

and a store full of other merchandise to outfit the entire family. Shulman's Department Store has been serving local needs with quality merchandise since 1900.

Congratulations to The New Era, a progressive newspaper

SHULMAN'S
PALMYRA'S LEADING DEPARTMENT STORE
13-15 W. Broad Street, Palmyra
Telephone Riverton 593

REALLY FINE BAKING SINCE 1920

We Suggest for Thanksgiving (Nov. 23rd)

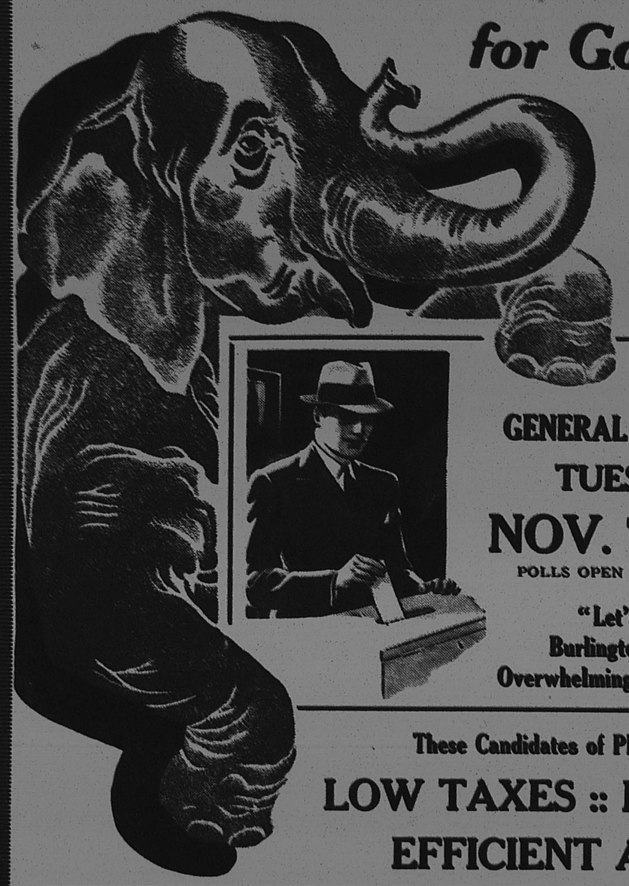
- MERINGUES
- PUMPKIN and MINCE PIES
- RICH, CREAMY HOME MADE ICE CREAM
- DELLA ROBBIA NORRIS MINTS
- HOME ROASTED NUTS, Buttered and Salted
- TURKEYS ROASTED

To The New Era we say "Congratulations"

Chew's Bakery
526 Main Street Riverton
FREE DELIVERY
Phone 154

"Go Bravely"

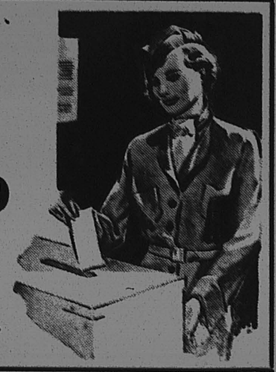
S. TREGO VANCE



for Good Government
VOTE THE STRAIGHT REPUBLICAN TICKET

GENERAL ELECTION
TUESDAY
NOV. 7, 1939
POLLS OPEN 7 A.M. to 8 P.M.

"Let's Keep Burlington County Overwhelmingly Republican"



These Candidates of PROVED ABILITY are PLEDGED to

LOW TAXES :: ECONOMY IN OFFICE
EFFICIENT ADMINISTRATION

For SENATE	For ASSEMBLY	For CLERK	For FREEHOLDER	For FREEHOLDER
☒ Howard Eastwood	☒ A. Matlack Stackhouse	☒ Palmer L. Adams	☒ John M. Chant	☒ LeRoy Church

The Republican County Committee of Burlington County is happy on this occasion to offer its congratulations to The New Era on its 50th Anniversary of Publication. Its 100% support of Republican principles of Government in this county for the past 50 years has done much for the good government that exists here today and again we say "best wishes."

REPUBLICAN COUNTY COMMITTEE
of Burlington County

Ordered and paid for by the Burlington County Republican Committee

FRANK SNOVER, Chairman

Cinnaminson Township has acres upon acres of improved land available for new home sites. Pictured to the left is one of the fine township estates fronting on the golf course. Its homes, ranging from pretentious estates to small modern bungalows, already number 600. The township encourages new home owners, and by careful municipal administration keeps the tax rate at an attractive figure. At the present time a number of municipally-owned building lots are available at very reasonable prices. Full information concerning this land may be secured from the Township Clerk.

Cinnaminson Township has three public schools. The two elementary schools for white children, pictured to the right, have been modernized and offer every educational advantage found in larger towns. It also has a school for colored children and plans for its complete modernization are now being considered. High school students are transported by bus to the Palmyra High School. Transportation is provided elementary grade children residing more than a mile from the schoolhouse.

Cinnaminson Township is an important farming community with hundreds of acres devoted to truck gardening and fruit growing. Pictured here is a typical farm. Cinnaminson Township is a successful farming community with some of its growers receiving State honors in agricultural circles. Many of the local farmers maintain retail roadside stands during the summer months and offer fresh grown food at really bargain prices. Living is cheaper in Cinnaminson Township.

Cinnaminson Township has large and small industries which contribute to the general welfare of the community. More vacant land is available near both rail and river transportation and within two miles of a potential skilled labor center. Among its present industries are two of the Henry A. Dreer Nurseries, one of which is pictured here on the right; the Leach and Steele Nurseries, the Campbell Soup Farms, the Fay Sales Company, American Rayon Co., Riverton Laundry and the Ball-Biddle Manufacturing Co. Industry is invited to consider the advantages of locating here.

The Township Committee of Cinnaminson Township is glad for the opportunity of congratulating The New Era on this, its 50th year of publication.

The New Era is the Township's legal newspaper and has always been loyal to this community and willing at all times to do anything asked of it for the common good of all its people—and to them we say—best wishes for continued success.

CINNAMINSON TOWNSHIP COMMITTEE

MAURICE CONROW, Chairman, ELMER MANDEVILLE, HERBERT DINGES

Township Clerk, HAROLD R. WEST

1889 **THE NEW ERA** 1939

RIVERTON :: CINNAMINSON :: PALMYRA

PAGE 1 FIFTIETH ANNIVERSARY ISSUE SECTION 4

EZRA M. CARHART
Chief of Riverton Volunteer Fire Company No. 1.

FRANK GEDDES
Chief of Independence Fire Company No. 1, of Palmyra.

GEORGE HATHAWAY
Chief of Parry Volunteer Fire Company.

PALMYRA RIVERTON ROTARY CLUB

This organization received its charter on February 23, 1926, and, since that time, has continued to do much toward the advancement of the local communities.

The charter members were: William H. Albertson, George L. Anderson, William F. Becker, Luke K. Eberly (the present president), Paul C. Burr, Herman E. Eichner, Joseph T. Evans, Horace J. Finney, Edwin Fish, Joseph S. Low, Ross E. Mattis, Dr. Charles S. Mills, Charles A. Mohrfield, Harry C. Schwering, Fred W. Seeber, Frank A. Snover, George D. Steedle, Evan W. Stover, Paul W. VanSant, John S. Warner, E. R. Williams, Harry B. Williams, Everett O. Wolcott, Clinton B. Woolston and Charles W. Wright.

Dr. Mills was the first president.

RIVERTON FIRE COMPANY

New Era Staff Photo

With three pieces of modern fire-fighting equipment, the Riverton Fire Company is one of the best equipped in this section of the state. The apparatus consists of two American La France pumpers and a new city service ladder truck of the same make. All accessories needed for efficient action are available, even to an asbestos suit. The original fire house was remodeled in 1929.

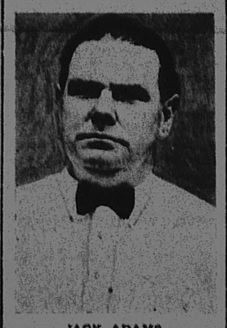
The organization was begun in 1890, shortly after fire had destroyed the Roberts store at Main and Howard streets. Incorporation followed May 5, of the same year. The original officers were: John C. S. Davis, president; Walter Spackman, vice president; A. J. Borie, secretary, and Charles A. Wright, treasurer.

Shortly after the turn of the century, the equipment consisted of a chemical outfit, two hose carts, 1,000 feet of hose and several ladders—a far cry from the motorized apparatus of today.

The firehouse, which is the property of the company, has just been completely renovated. It contains an auditorium, kitchen, recreation room and is also used as police headquarters and the meeting place of the Riverton Borough Council.

The company has 25 active members, in addition to a number of veterans who still respond to practically every alarm.

The officers are: Ezra M. Carhart, Jr., chief; Lawrence Downs, first assistant chief; Henry Borden, second assistant chief; Edward O'Neil, third assistant chief; John Goodwin, president; William Evans, vice president; James Goodwin, secretary, and E. B. Cook, treasurer.



JACK ADAMS
Chief of Delaware Fire Company No. 2, of East Riverton.

POST FREDERICK RODGERS DRUM AND BUGLE CORPS

This organization came into being on November 8, 1926, the first staff officers being: S. S. Lippincott, corps commander; Jack Althouse, business manager; James Speers, treasurer; Raymond Bailey, chief musician; George Truman, quartermaster; Thomas Bromley, drum sergeant; Ted D'Autrechy, bugle sergeant.

The corps, over a period of years, won state and national recognition for its fine performances on the drill field and in the numerous processions in which the members participated. The State Championship came to them in 1929.

For the first time since its organization, the members did not participate in the Memorial Day parade here this year, but the organization is now sponsoring a junior corps which shows considerable promise. These boys took the place of the veterans who served faithfully and well for 13 years.

The Parent-Teacher Association of the Sacred Heart School was organized December 10, 1931.

FIRST HOUSE

This is the first house in Palmyra of which any one has definite information. It stood on the south side of the railroad, nearly opposite the present location of the Palmyra Fire House. The structure was demolished a number of years ago.

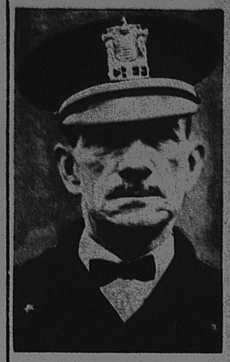
HERE NO MORE

The old Central Baptist Church, on Maple avenue, Palmyra, which has been replaced by the modern structure that occupies this site today.

Someone is again taking coal from Thomas Brothers' coal yard. The parties are known and, as they have been warned before, prosecution will follow the next offense.

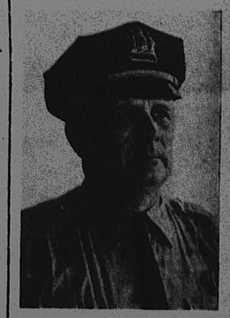
The Palmyra Borough Council congratulated the police department at the July, 1924 meeting for the efficient traffic direction in that community.

VETERAN OFFICER



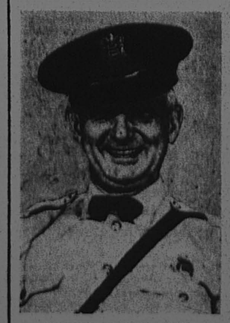
C. MORRIS BECK
Chief of the Palmyra Police Department, who has been a member of the law enforcement organization in that community for over fifty years. Chief Beck's regular force consists of the following: Captain Joseph Rodgers and Officers William Stack, Lawrence Betty and Nelson Wallace.

RIVERTON CHIEF



WILLIAM GOOTEE
Who has been head of the Riverton Police Department for several years. Regular officers are John W. Carhart and John M. Robinson. Extra officers include William Thomason, Hobart Wright, Roy Bowers and George Horner.

IN CINNAMINSON



GEORGE DORWORTH
who attends to police activities in Cinnaminson Township. He is the first full-time officer ever employed by that municipality.

Carrier deliveries of mail were first made in Palmyra during 1921, and the same service was inaugurated in Riverton on November 1, 1922.

CHRISTIAN SCIENCE CHURCH

New Era Staff Photo

The Christian Science Church in Riverton has just passed its quarter-century milestone. It was incorporated as First Church of Christ, Scientist, in Riverton during the month of July, 1914.

For two years before it was incorporated there had been a few who gathered together more or less regularly to read the Lesson-Sermons and to sing hymns.

The little society met first in private homes, then at the Porch Club, and after that at 613 Main sreet. In 1914 they bought the property at 703 Thomas avenue and converted it into a church building. This building has continued to serve the Church to the present time.

As it is a rule that Christian Science Churches be not dedicated until they are free of debt, the building was dedicated in 1919.

As a branch of The Mother Church, The First Church of Christ, Scientist, at Boston, Mass., the Riverton Church conducts a Sunday morning service at 11 o'clock, a Sunday School for pupils up to 20 years of age, a Wednesday Evening Testimonial meeting, a Reading Room, and a Lending Library. Each year it gives a lecture on Christian Science delivered by a member of the Board of Lectureship of The Mother Church. These lectures are given for the purpose of explaining Christian Science, and also for the purpose of correcting misconceptions which always occur when a new movement comes to the attention of people.

The Sunday School was established at the Main Street address and has continued through the years. At the present time it convenes at 11 a.m. in the auditorium of the second floor of the church building.

The Reading Room was first opened in 1914 at 613 Main street. At the present time it is located on the second floor of the Church building, and is open to the public two afternoons each week.

The Church has other missionary activities besides the lectures. Among them, the distribution of Christian Science literature, and the custom of contributing to the Benevolent Funds of The Mother Church. These funds are used in relief work both nationally and internationally.

FRIENDS' SCHOOL

New Era Staff Photo

During December, 1788, the Chester Preparative Meeting appointed a committee to visit and have oversight of a school kept by Abraham Warrington. This school was probably kept in his own home, near Fork Landing.

During 1791, Mr. Warrington proposed to the meeting that a plot of ground be procured for the purpose of erecting a schoolhouse thereon and a committee was appointed for this purpose. In July, 1791, the Friends of the Chester Preparative Meeting purchased of Samuel Shute the ground where the present school now stands. The original stone school stood nearer the road and at the bend in the road, about 150 feet from the present building. This institution, for several years, went under the name of Chester Lower School.

The original structure was replaced by another stone building in the angle of the Riverton-Moorestown road during 1840, this being the present building, to which additions were made in 1913 and 1927. In the original building, Benjamin Hallowell began his long and successful career of teaching, having at times as many as 80 scholars.

William Parry was the first teacher in the new building, many pupils walking several miles to attend, the number often exceeding 100. For a long while, this was used as a free public neighborhood school, "where all might attend without regard to rank, sect, color or nationality." Later a select school was added, where many scholars prepared for college. When the laws were changed in 1871, the free public school was moved into a building built by the township.

Miss Miriam E. Diehl is the present principal of the instituton.

BOY SCOUT NEWS

BOY SCOUTS OF AMERICA

At the present time, there are five Boy Scout troops in Riverton, Palmyra and Cinnaminson, with an enrollment of scores of boys.

The Scouts, in addition to their troop activities, have been true to their motto "Do a Good Turn Daily" by assisting in numerous civic activities and are always willing to lend a helping hand.

The local Troops, with their officers, are as follows:

Troop 5, Palmyra, sponsored by the Methodist Church, Scoutmaster Alfred B. Branson; troop committee chairman is John M. White.

Troop 9, Palmyra, sponsored by the Lutheran Church, Scoutmaster George B. Weigand; troop committee chairman is Earl Whitcraft.

Troop 21, Parry, sponsored by the Moravian Church, Scoutmaster is Charles Dorworth, troop committee chairman is Rev. A. J. Harke.

Troop 22, Palmyra, colored troop sponsored by the Evergreen Baptist Church, Scoutmaster Wendell T. Hill; troop committee chairman is Richard B. Rusfin.

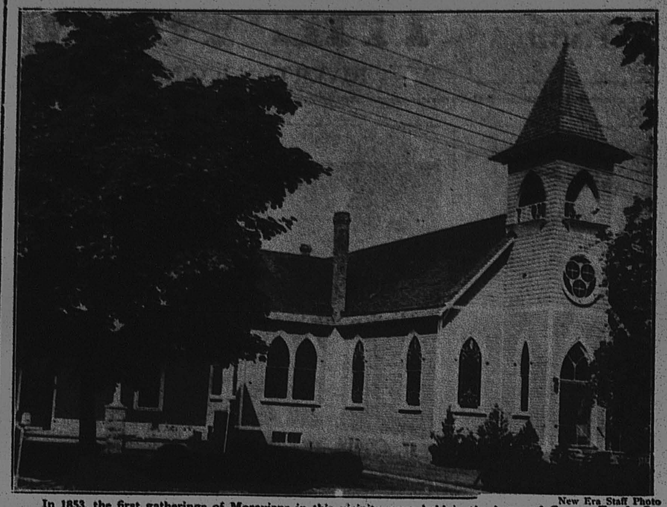
Troop 50, Riverton, sponsored by a group of citizens, Scoutmaster H. W. Morse; chairman of the troop committee is Richard M. Woodward.

REASONABLE

The Enterprise Moving Picture Co., of Philadelphia, will give a moving picture and illustrated song entertainment in Morgan Hall, starting next Friday, April 16 (1909).

Pictures changed every night. Admission 5c. Performance 7.30 to 10. (A large crowd attended the first performance.)

MORAVIAN CHURCH



New Era Staff Photo

In 1853, the first gatherings of Moravians in this vicinity were held in the home of George Frank, Sr. The first church building was begun in 1864 and completed May 17, 1863, when the formal organization of the congregation and dedication took place. Rev. Philip Gap was the first pastor.

The present edifice was erected during the pastorate of Rev. Paul S. Meinert, who assumed charge in 1900. Under the pastorate of Rev. Albert J. Harke, the church, which now has a congregation of 230 members, celebrated its seventy-fifth anniversary last year.

CLIFTON PIONEER PAPERHANGER HERE

Daniel M. Clifton, Riverton paperhanging contractor, moved to Palmyra in the early part of 1889 at which time he was employed by Charles Hardcastle, Fifth and Vine streets, Philadelphia, Interior Decorators. From then on he worked for various painting and decorating firms until May 1, 1901, when he opened his present wall paper parlors at 504 Main street, Riverton. Prior to his occupancy his present place of business was occupied by Mrs. Alfred Smith's Store handling dry goods and notions.

Mr. Clifton has, for the past 38 years, conducted a very satisfactory paperhanging business his motto being quality instead of quantity at moderate prices. His was the first business of its kind ever to be established in Riverton.

Mr. Clifton has always been civic minded. In his earlier days he was a great sports enthusiast and an active member of the Riverton Fire Company. Mr. Clifton is the present borough clerk having held the post for the past 16 years.

TOWNSHIP COMMITTEE

The Cinnaminson Township organization, as decided on January 1, 1909, was as follows: James E. Russell, chairman; Antone Beckenbach, treasurer; Arnold Beckenbach, solicitor.

The Board of Health was composed of James E. Russell, chairman; Fred Blackburn, inspector.

AMBASSADOR TO ITALY LIVED HERE

Riverton is honored in having once been the home of Lloyd C. Griscom, the United States Ambassador to Italy, whose efforts have accomplished so much toward the alleviation of the survivors' of the earthquake. Mr. Griscom lived here about 30 years ago as a lad when his father occupied the house on the river bank, now owned by Mrs. Stevens (the present Michener residence).—New Era of Jan. 8, 1900.

The corner stone of the Palmyra School at Delaware avenue was laid on Monday, September 6, 1909, with Masonic rites.

NORTHERN MACHINE WORKS

Printers' Machinery and

Supplies

Marshall and Jefferson Streets

Philadelphia

Congratulations and best wishes to The New Era on its 50th Anniversary

"DELIVERING the GOODS" for 14 years

THE RIVERTON LAUNDRY, taken over by its present proprietor, N. Kuensell, in 1925, had a very modest beginning with eight employees and two trucks delivering only wet wash to Riverton, Palmyra, Riverside and Delair.

Fourteen years under progressive management has seen the RIVERTON LAUNDRY grow until today it renders a complete laundry service to thousands of customers within a twenty-five mile area.

From time to time additions have been made to the building, and as new methods of laundering made their appearance, the RIVERTON LAUNDRY was first to sieze upon them to better its service to customers.

The business has grown to such a size that 32 employees are required in the laundry, and seven large, fast trucks are in constant operation making deliveries.

The plant is a self-contained unit with its own power plant, water supply, a battery of 11 huge washing machines, 2 centrifugal wringers, 2 dry tumblers, 2 large mangles and 17 of the latest type finishing presses.

A special key system was installed several years ago which enables the laundry to follow through on every bundle of individual wash without the possibility of a mix-up.

The RIVERTON LAUNDRY suggests that if you are not a customer you call its office and let it demonstrate its quality of workmanship, its prompt service and its fair price schedule.

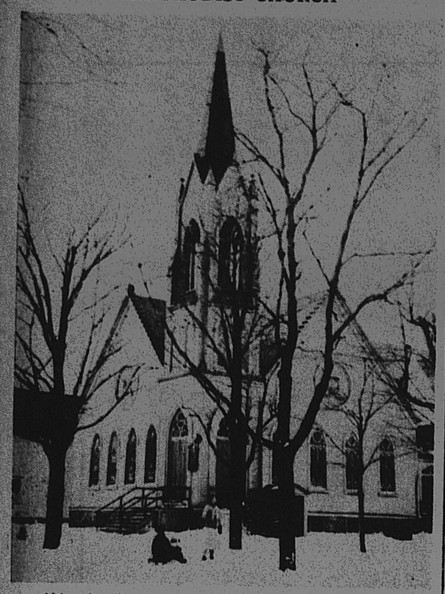
We are happy at this time to congratulate The New Era on its 50th year of service to our community. May they, too, progress and by so doing help us all to achieve a better community life.

RIVERTON LAUNDRY

N. KUENSELL, Proprietor

Phone Riverton 972

METHODIST CHURCH



Although religious services had been held in private homes for a number of years prior to 1853, the first Palmyra church was not organized until June 15 of that year, when the Methodist Episcopal congregation decided to construct a house of worship. The building, now known as Society Hall, was dedicated in September, 1854, at a time when there were 12 houses in Palmyra. The congregation numbered forty-two.

The present church, at Fifth street and Morgan avenue, was dedicated September 3, 1893, during the pastorate of Rev. George H. Neal.

An extensive addition for the Church School was erected twenty-five years ago.

The congregation, at present, numbers over six hundred. Rev. William F. Boyd is the pastor.

ST. PAUL'S BAPTIST CHURCH

New Era Staff Photo

This religious organization was founded in 1889, and the Rev. John Robinson, of Virginia, was the first pastor. Meetings were held at the home of Samuel Wade, at Wrightsville, who was one of the oldest and most active members up to the time of his death in 1902.

In 1891, services were held for a short time in Morgan Hall, after which the congregation moved to Joyce's Hall, where they were continued until 1905, when a new brick church building was erected in East Riverton. The deacons in 1909 were: Charles Turner, John A. Stark, Aaron Payne, Luke Jones, Benjamin Marks and Promise Austin.

The church was practically rebuilt in 1921, and dedicated on September 4 of that year, the cost of the work being over $6,000.

Rev. Madison Bowe is the present pastor.

Zurbrugg Memorial Hospital Auxiliary

This organization, although established during comparative recent years, has made noteworthy achievements in accomplishing its purpose, that of assisting the hospital institution for which it is named.

Founded on May 20, 1935, at the home of Mrs. Nathan Lane, Jr., of Riverton, with a small number of members, the organization has, at present, a roster of over 75.

The first officers were: Mrs. Nathan Lane, Jr., president; Mrs. William G. Porter, vice president; Mrs. Fred P. Hemphill, secretary, and Mrs. A. M. Ellsworth, treasurer. Mrs. Henry L. Randall became the second president and she was followed by the present head of the auxiliary, Mrs. Arthur T. Hagstoz.

Accomplishments

Each year the auxiliary has an annual Donation Day, during which contributions of food and money are obtained for the hospital. The furnishing of the winter supply of potatoes is a part of this campaign and 2,500 pounds were supplied last year, in addition to quantities of other foodstuffs and cash.

Donations of equipment have also been a major activity and several items of expensive apparatus have been supplied by the Riverton Branch.

Included among these are an oxygen tent, a blood pressure outfit, an operating table and a microscope.

Other articles supplied include blankets, slip covers for chairs, etc.

The present officers of the Riverton Branch are: Mrs. Arthur T. Hagstoz, president; Mrs. Henry L. Randall, vice president; Mrs. Thomas A. Cashin, secretary and Mrs. A. M. Ellsworth, treasurer.

PALMYRA WOMAN'S CLUB

At a meeting held Friday, January 18, 1929, at the home of the late Mrs. Edwin B. Day, Palmyra, a club was organized that is known as the Palmyra Woman's Club. Mrs. Day presided until after the following officers were elected: Mrs. W. Roland Dunn, president; Mrs. F. L. Shill, first vice president; Mrs. George M. Becker, second vice president; Mrs. James P. MacFarlane, recording secretary; Mrs. William S. Branson, corresponding secretary; Mrs. Robert S. Green, financial secretary; Mrs. John C. Hoepfner, treasurer, and Mrs. Elwood Sawyer, auditor.

The following were charter members: Mrs. George N. Wimer, Mrs. William Purnell, Mrs. A. C. Giberson, Mrs. John C. Hoepfner, Mrs. R. S. Green, Mrs. Edwin B. Day, Mrs. W. Roland Dunn, Mrs. James H. Hartley, Mrs. Richard E. Wilson, Mrs. Harry Kenny, Mrs. James MacFarlane, Mrs. F. L. Shill, Mrs. Anna Blackburn, Mrs. William A. McCamy, Mrs. C. W. Stockwell, Mrs. Jacob B. Roberts, Mrs. Bert Foster, Mrs. Paul Y. Eckert, Mrs. William Branson, Mrs. Raymond Eastwood, Mrs. Elwood Sawyer, Mrs. Frank N. Johnson, Mrs. Levis H. Wallace, Mrs. R. Selby Williams, Mrs. William Buck, Mrs. H. W. Bauer, Mrs. Alfred VanOsten, Mrs. George M. Becker, Mrs. Joseph Hemple, Mrs. Charles K. Mervine and Miss Grace Evaul.

The club meets twice monthly in their rooms in Society Hall. The present officers are: president, Mrs. George B. Shaner; first vice president, Mrs. James Ryan; second vice president, Mrs. H. B. Williams recording secretary, Mrs. George Kaufman; corresponding secretary, Mrs. Joseph Abdill; financial secretary, Mrs. R. E. Sanford; treasurer, Mrs. Raymond Anderson.

It is rumored that the merchants in Palmyra and Riverton will, in the near future, prepare and publish a list of their chronic delinquents.

—o—

The sum of $6,926.52 was raised for the Japanese earthquake sufferers in 1923 by citizens of Burlington county.

—o—

An unusually large crop of tramps is reported about town.

SACRED HEART CHURCH

New Era Staff Photo

The corner stone for this church, located at Fourth street and Linden avenue, Riverton, was laid May 31, 1879. The edifice was dedicated to divine worship on July 6 of the same year by the Most Rev. M. A. Corrigan, archbishop of New York. The Rev. Peter Jachetti was the first pastor.

Rev. John F. Welsh is the present pastor and Rev. Vincent A. Luther, assistant pastor. The congregation at the present time numbers 1100.

CALVARY PRESBYTERIAN CHURCH

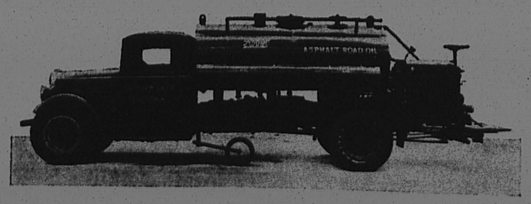
New Era Staff Photo

Rev. Charles T. Bates, B.D., is the present pastor of the congregation which, at this time, numbers several hundred members. Rev. Bates came here to occupy the pulpit on April 15, 1925.

Calvary Church was formally granted a charter during December, 1874, and the original house of worship was located on the site of the present edifice, Fourth street and Lippincott avenue, Riverton. It was dedicated on July 2, 1879, with Rev. J. R. Sanson as the first pastor.

The original trustees were: Joseph Campbell, Charles W. Leavitt, Lemuel H. Davis, Lewis Ourt, Edward Lippincott, William F. Dreer and John Fraser.

The present beautiful church building was dedicated on Sunday, October 23, 1927. It cost over $80,000. The cornerstone was laid on October 24, 1926, with Miss Mary B. Elwell performing the ceremony.



For the past 21 years . . .

we have been engaged in the following lines and have completed hundreds of jobs both locally and throughout the State. Quality materials, expert workmanship and reasonable prices are features of our service.

- ROAD OILS and TARS
- PRIVATE ESTATE ROADS and DRIVEWAYS
- ROAD MAINTENANCE and STREET REPAIRS
- FUEL OILS, Metered Delivery, Personalized Service

Congratulations and Best Wishes to The New Era

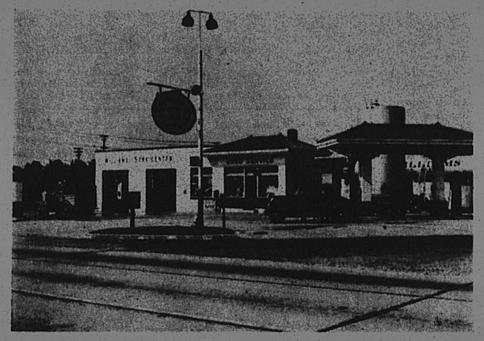
HILTON M. SMITH

406 LINDEN AVENUE
RIVERTON, N. J.
Phone 650

Serving....

Since 1922

Pictured here is the coal and lumber yard and main office of H. B. Williams located on South Broad street near S-41 Highway, Palmyra.



Here is the H. B. Williams Esso Service Station located on the East side of S-41 highway at the intersection of River Road, Palmyra.

Here is another H. B. Williams Esso Service Station located on the West side of S-41 highway at the intersection of Broad street, Palmyra.

H. B. WILLIAMS HAS BEEN SERVING THE HEATING NEEDS OF HUNDREDS OF FAMILIES AND BUSINESS HOUSES FOR MANY YEARS. BE IT COAL, COKE OR FUEL OIL, WILLIAMS' CUSTOMERS ARE ASSURED OF CONSISTENT QUALITY, PROMPT DELIVERY AND COURTEOUS TREATMENT.

WE INVITE YOU TO TRY OUR FUEL PRODUCTS THIS WINTER AND LEARN WHY SO MANY PEOPLE RELY ON H. B. WILLIAMS' FUELS, YEAR IN AND YEAR OUT.

WE ALSO CARRY A FULL LINE OF BUILDING MATERIALS SUCH AS LUMBER, CEMENT, SAND, MILLWORK, ETC.

MOTORISTS ARE INVITED TO DRIVE IN AT EITHER OF OUR SUPER ESSO STATIONS LOCATED AT THE INTERSECTION OF S-41 HIGHWAY AND RIVER ROAD. HERE YOUR CAR WILL RECEIVE THE THOROUGH STANDARD OIL CO. SERVICE AT THE HANDS OF TRAINED ATTENDANTS. THESE MEN ARE SPECIALISTS AT LUBRICATION AND WASHING.

ATLAS TIRES, BATTERIES, AND ACCESSORIES ARE CARRIED IN STOCK.

CONGRATULATIONS TO THE NEW ERA ON ITS 50th ANNIVERSARY

H. B. WILLIAMS

PALMYRA, NEW JERSEY

Phone 1100

AMERICAN LEGION

POST FREDERICK RODGERS No. 156, AMERICAN LEGION

Plans for the organization of an American Legion post in Palmyra were begun during the fall of 1919, and it was soon decided to name the organization in honor of the only Palmyra resident who was killed during the world war, Frederick M. Rodgers.

Private Rodgers was killed in action on September 28, 1918, during a drive in the Meuse-Argonne offensive. He was a member of Company C, 148th Infantry, 27th Division.

Included among the charter members of the post were the following: Herbert Kemmerle, Irvin Donaghy, George Truman, Milton Romm, Maurice Allen, James Hallowell, Wesley Davies, Warren Nethercott, Harry Hubbs, Thomas Mood, Raymond Fichter, Harry Stack, Gordon Andrews, William Strang, William Cook and Charles Hahn.

The first officers were Herbert Kemmerle, post commander; Edward Griffenberg, vice post commander; Frank McCormick, post adjutant; Antone Boehme, finance officer; Arthur Wright, member county executive committee and chaplain; members of post executive committee, W. W. Cook, Harvey Fisher, J. Preston Sharp, Maurice Allen, Stephen Etris and William Strang.

The first meeting place was a room in the local Y.M.C.A. building, which was used until the present post home was dedicated on Labor Day, 1923.

The members of the post have been most active in community affairs, one of the outstanding projects conducted by the legionnaires being the distribution of Christmas toys to needy children. Each year, thousands of toys are collected from local families who have no more use for them. These are repaired and repainted to look like new and given out before the holiday.

The present officers of the Post are:

Avery Willis, commander.
Albert E. Davis, senior vice commander.
Maurice Shea, junior vice commander.
George W. Luce, adjutant.
Charles H. Yost, finance officer.
Harry Henderson, historian.
J. Russell Musser, chaplain.
David Baker, sergeant at arms.

ATLANTIC COMMISSION COMPANY

The Atlantic Commission Co., Inc., located in the Evans Building on Main street, Riverton, has been established here for the past ten years.

This company is an affiliate of the Great Atlantic and Pacific Tea Company and their principal business consists of the movement of fresh fruits and vegetables to Eastern markets from Maine to Florida and some of the larger metropolitan markets in the mid-west.

Early Activity

The principal activity begins in the spring with the buying and shipping of asparagus, spinach, and rhubarb following through with the usual summer commodities and winding up through the fall and winter with sweet potatoes and apples.

Shipments are assembled either by truck or carload and distribution reaching to points as far west as Chicago, Milwaukee and Detroit, south as far as Miami and north as far as Portland, Maine, and all intermediate eastern seaboard markets.

The main business of the Atlantic Commission Co. is to supply the Great Atlantic and Pacific Tea Company with their requirements.

Teletype System

The company maintains a complete teletype system in all terminal offices and the Riverton office operates a direct wire with the Philadelphia unit over which telegrams are received covering inquiries on whatever should be available for shipment from New Jersey.

The Riverton office is in touch at all times with various terminal markets and growing centers throughout the country and pass vital information from these points along to the farmers in New Jersey. The Company also renders whatever other services are necessary to assist local growers.

The present personnel of the Riverton office is A. R. Gilmore, sales manager; J. W. Abrell, assistant and C. B. Schirard, clerical.

NEW FIRE HOUSE

New Era Staff Photo

The above picture shows the quarters of the Delaware Fire Company No. 2, of East Riverton, the structure having been completed in 1938. This fire fighting organization was founded in 1935 and an American La France pumper purchased shortly afterward. This was housed in a temporary station until the new fire house was constructed.

The recent purchase of considerable accessory equipment has materially added to the efficiency of this organization, many of the members of which are recent graduates of the Burlington County Fire School.

The present officers are: J. C. Binder, president; D. Van Bibber, vice president; B. McCurdy, recording secretary; Claude Bell, financial secretary; Robert Fichter, treasurer; Jack Adams, chief; B. McCurdy, first assistant chief; Claude Bell, second assistant chief.

Y.M.C.A. AUXILIARY

The auxiliary of the local Y.M.C.A. was formed in February, 1932, and, since that time, the work of the group of public-spirited ladies who comprise the organization has done much to further the activities of youth in these communities.

Present officers are: Mrs. John A. Hoepfner, president; Mrs. Robert E. Gowell, first vice president; Mrs. Carl H. Thomas, second vice president; Mrs. Roy T. Hardy, corresponding secretary; Mrs. L. Arthur Hoyt, recording secretary and Mrs. Helen Warren, treasurer.

PARRY HEADQUARTERS

New Era Staff Photo

The volunteer fire company in the Parry section of Cinnaminson Township was organized in November, 1916, with 14 members. At the time of incorporation in 1917 the officers were as follows: T. Morton Haines, president; Wilson M. Morris, vice president: H. Wallace, Jr., recording secretary; John Adellotte, financial secretary, and William Phelan, treasurer.

On June 11, 1917, ground for the first fire house was purchased and the building erected soon afterward. Construction of the present fire house was begun in February, 1938, and the work was completed during the same year. In 1934, final payment on the building having been made, it was decided to purchase a new piece of apparatus to replace the first piece of equipment, a combination chemical and hose truck. The new apparatus, a triple combination pumping engine, shown in the above picture, was delivered in November, 1938.

At the present time, the company has 33 members, the officers being as follows: William F. Kennard, president; Fred Schuck, vice president; George Schuck, recording secretary; M. Veitenheimer, financial secretary; Henry Hathaway, chief; Earl Tanner, first assistant chief; Charles Dorworth, second assistant chief; William F. Kennard, captain of fire police; Wilson M. Morris, Joseph Obert and Otto Jounge, trustees.

HOW MASS DISTRIBUTION serves and benefits growers

● As the economic soundness of this modern marketing system becomes plainly apparent, more and more growers are employing the mass distribution services of firms like Atlantic Commission and its affiliate, A & P. These growers find that they derive many real benefits from this modern system of marketing, of which the following are the major ones:

1. Because mass distribution is streamlined, direct and efficient, it furnishes low-cost distribution. Much unnecessary in-between expense is eliminated, while loss through spoilage is reduced to a minimum.
2. It reduces growers' individual marketing expense because it eliminates the need of hiring a salesman or of devoting a lot of time to marketing the crop.
3. It narrows market spread . . . giving the grower a larger part of the consumer's dollar.
4. It widens growers' markets by putting fresh fruits and vegetables within the reach of more people and by increasing consumption through well-planned advertising and sales promotion.
5. It takes speculation out of marketing because of heavy F.O.B. buying at shipping points and it aids in stabilizing the market during heavy movement by keeping many carlots of produce out of over-supplied terminal points.
6. It has again and again demonstrated its practicability in helping to move distressed crops, often averting serious losses to growers.
7. It benefits growers not only as producers but as consumers as well, because they can fill their family food needs economically through the retail outlets of the same company to whom they sell.

● In short, mass distribution is helping to solve many of the marketing problems with which growers have been concerned for generations.

ATLANTIC COMMISSION CO., Inc.

Executive Offices: 102 Warren St., New York, N. Y.

AFFILIATE OF THE GREAT ATLANTIC & PACIFIC TEA CO.

101 Years Old . . .

SCENE FROM DREER'S ANNUAL ROSE FESTIVAL

IN the year 1838, one hundred and one years ago, the Henry A. Dreer firm had its modest beginning in a little 20-foot, 3-story building in Philadelphia.

The founder, Henry A. Dreer, then a young man of twenty, with a broad horticultural knowledge, a sense of fair dealing, and a progressive spirit, led the little company ahead so that each succeeding decade found it necessary for it to expand to larger quarters.

In 1873 the nurseries were moved from Philadelphia to a hundred acre plot in Riverton, now the principal nursery. Growth at this nursery has expanded to the point where ten of the acres are under glass. An additional 70 acres at Locust Farm, Cinnaminson, were acquired in 1905 and still another 125 acres were added in 1910 in East Riverton, now known as the Riverview Nursery.

The local nurseries have played an important part in the development of Riverton and vicinity, giving employment to hundreds of people over a period of many years and expending thousands upon thousands of dollars for supplies and services.

The Dreer Nurseries have attracted thousands of visitors from all parts of the United States and from the four corners of the world, to see their trial beds, flower displays and to purchase seeds and plants.

The Dreer Nurseries welcome visitors at all times and invite the townspeople and their guests to become acquainted with this, Riverton's largest industry.

The Dreer Company is happy to acknowledge the 50th Anniversary of The New Era and to congratulate it for the contribution it has made to community betterment. It has been devoted to the service of the people and we hope will continue with an even greater measure of success in the years to come.

HENRY A. DREER, Inc.

SEEDS :: PLANTS :: BULBS

RIVERTON, N. J.

a GOOD SIGN to follow...

HUNDREDS of these signs are placed on the highways in both Pennsylvania and New Jersey—they are a distinct aid to motorists BECAUSE—

1 They make the way EASY to follow.

2 They guide you AROUND the TRAFFIC CENTERS.

3 They indicate GOOD ROADS and DIRECT ROUTES.

USE THE TACONY-PALMYRA BRIDGE—IT'S YOUR BEST BET TO BEAT THE TRAFFIC SNARLS OF THE METROPOLITAN AREAS — EITHER COMING OR GOING, BETWEEN NEW JERSEY AND PENNSYLVANIA.

THE Tacony-Palmyra Bridge Company, a local institution, takes pleasure in offering its congratulations to The New Era, a local newspaper that has devoted its best efforts to the welfare of the community in which we live, for the past 50 years.

TACONY-PALMYRA BRIDGE CO.

PALMYRA, NEW JERSEY

1889 **THE NEW ERA** 1939

RIVERTON :: CINNAMINSON :: PALMYRA

PAGE 1 FIFTIETH ANNIVERSARY ISSUE SECTION 5

PALMYRA FIREFIGHTERS

Taken a few years ago, this picture shows practically the complete roster of the Independence Fire Company, No. 1, of Palmyra. A number of those present have since passed away, but many are still active members of the organization.

NEEDLEWORK GUILD

The Needlework Guild of America has two branches located in this section, these being in Riverton and Palmyra.

The object of the organization is to collect and distribute new, plain suitable garments to meet the needs of the poor of the vicinity, hospitals, homes and other charities. The annual contribution of two or more new articles of wearing apparel or household linen, or a donation of money constitutes membership in a branch.

The Guild is non-sectarian and its work is different from that of any other charitable organization in that it distributes new clothing only. Local needs are considered first.

Palmyra Branch

The Palmyra Branch was established in 1894 by Mrs. John W. Davis, who was also president, serving from the date of organization until 1903. She was followed by Mrs. William Morgan, who served from 1903 until 1911. Mrs. William T. J. Purnell was the next president and held that office until 1936. The present head of the Palmyra Branch is Mrs. William C. Hoare.

Other officers are Mrs. Purnell, honorary president; Mrs. William Wilbraham, first vice president; Mrs. Henry Albright, second vice president; Mrs. George Spencer, secretary; Mrs. K. Wilcox, assistant secretary and Mrs. Harold Marshall, treasurer.

Among the oldest living members of the Palmyra Branch are Mrs. Fred Blackburn, Mrs. William Ruddock and Mrs. Mark W. Wisham.

The organization in Palmyra has several hundred members at the present time and distributed 2,748 garments during the past year.

RIVERTON BRANCH

The Riverton Branch of the Needlework Guild was founded in 1894, there being 10 members at that time. The officers were: Mrs. Edward H. Ogden, president; Mrs. Walter G. Spackman, secretary and Mrs. E. C. Grice, treasurer.

Included among the living charter members are Mrs. Harrison B. Hall, of Wilmington, Del., and Mrs. E. C. Mitchell, of Haverford.

Last year the Riverton Branch, which has 49 directors and a large membership, furnished the splendid total of 2,555 garments to families and organizations in need.

Present officers are: Mrs. William G. Porter, president; Mrs. Robert Biddle, honorary president; Mrs. William A. Hendrickson, first vice president; Mrs. Richard D. Barclay, second vice president; Mrs. Nathan Lane, Jr., third vice president; Miss Beulah Parry, treasurer, and Mrs. W. W. Chalmers, secretary.

INDEPENDENCE FIRE COMPANY

New Era Staff Photo

This veteran fire-fighting organization, of Palmyra, was organized in August, 1887, the incorporators being: George W. Hall, Jacob F. Schnable, John F. McMillan, Charles Smith, John Cooper, Charles Cooper, John H. Whitman, William P. Rue, William F. Carter, Jacob V. Lawson, Franklin P. Ryer and Samuel W. Callan.

The company was first formed as a hook and ladder outfit, but was later changed to an engine and hose unit. The quarters of the firemen were moved to the present location in 1888, the building formerly being the Palmyra Station. A second story was added at a later date and various improvements made, so that little of the original building remains. Complete recreational facilities are available in addition to the necessary room for apparatus, including a hose-drying tower.

In 1909, the company had two hose carriages, 1300 feet of hose, 2 chemical extinguishers, one ladder truck and four ladders.

The equipment today consists of a Packard hose and chemical truck, a Seagraves pumper and a Seagraves city service ladder truck, complete with all modern fire-fighting appliances.

The present officers are: Joseph Dietz, president; Melvin B. Cromwell, vice president; David Fountain, treasurer; Norman Moore, secretary; Frank Geddes, chief; Edwin Grubb, assistant chief; Paul Chandler, foreman, and Baden Reynolds, assistant foreman.

RIVERTON P. T. A.

Women from all parts of the State met in Riverton on Saturday, October 20, 1900, to effect the organization of a New Jersey State Congress of Mothers, Mrs. E. C. Grice, of Riverton, having been largely instrumental in the formation of the new organization. She became the first state president of the Congress, and Mrs. Alexander Marcy, Jr., another pioneer in the movement, was elected corresponding secretary at the same time.

The Riverton Mothers' Circle, of which the present Parent-Teacher Association is an outgrowth, was started as a section of The Porch Club in 1896 by Mrs. Grice and Mrs. Howard R. Sharp. Mrs. Sharp was the first president and Mrs. Alexander Marcy, Jr., the first secretary. The Circle (which had a membership of 16) became affiliated with the New Jersey State Congress of Mothers soon after the formation of the latter in 1900.

In 1909

In 1909, the Circle had a membership of 113, with the following officers: Mrs. R. F. Corry, president; Mrs. William G. Wilson, first vice president; Mrs. Henry Ashburner, second vice president; Mrs. Joseph M. Roberts, secretary; Mrs. Walter Tees, corresponding secretary and Mrs. Walter S. Spackman, treasurer.

The Riverton Parent-Teacher Association, under the new name, was organized on Thursday, May 17, 1917, carrying on the work of the Mothers' Circle. The first officers were: Mrs. George H. Smith, president; L. R. Turner, first vice president; Mrs. H. M. Moore, second vice president; Mrs. Walter L. Bowen (later president of the New Jersey State Congress) recording secretary; Miss Harriet Park, corresponding secretary, and Mrs. Louis Norris, treasurer.

The present officers of the Association, which has over 250 members, are as follows: Mrs. John P. Abell, president; Miss Caroline M. Staman, first vice president; Mrs. Charles F. Stewart, second vice president; Mrs. Porter B. Caldwell, secretary, and Mrs. Alexander B. Garwood, treasurer.

Business and Professional Women's Club

This organization, composed of residents of Palmyra, Riverton and Cinnaminson, was founded two years ago and has been most active since its inception, one of the achievements last year being the foundation of a Scholarship Fund for needy students.

Officers of the organization are Marie L. McDermott, president; Pearl C. Coombs, vice president; Marcella G. Landers, corresponding secretary; Esther Verkes, secretary; Mildred R. Lawrence, treasurer.

RIVERTON-CINNAMINSON WELFARE ASSOCIATION

On October 25, 1931, some twenty-five persons met in the home of Murray C. Boyer to consider the formation of a welfare organization in Riverton and Cinnaminson. This work was aided immeasurably by the foundation of a social work fund by the Misses Martha and Elsie Biddle as a memorial to their sister Hannah, who, during her life time, had been deeply concerned with the social needs of the community. Through the help of other prominent and interested women in the community, a canvass was made of sympathetic citizens, whose generous financial response made it possible to guarantee a sum of $1,000.00.

The formal organization of the association was started by the Welfare Committee of the Porch Club, the members of which met with an auxiliary committee composed of interested men of the communities. The first officers were: Mrs. Murray C. Boyer, chairman; Mrs. W. W. Chalmers, secretary; William A. Hendrickson, treasurer; Joseph Beck Tyler, attorney, and W. D. Smith, chairman of the finance committee.

During its entire period of existence, the association has continued its fine work in Riverton and Cinnaminson, much credit going to those who have served as executive secretaries, Mrs. Dorothy Cooper, Mrs. Frederick Blair, and Mrs. Mary B. Sim, who holds this position at the present time.

The officers of the association are: Clifton P. Mayfield, chairman; Mrs. David B. Little, secretary; William A. Hendrickson, treasurer; Joseph Beck Tyler, attorney; Mrs. Mary B. Sim, executive secretary, and Mrs. Francis E. Baker, assistant secretary.

NO LIGHTS

Motor vehicles without lights were a common occurrence in 1909 as evidenced by the following article that appeared in The New Era during that year:

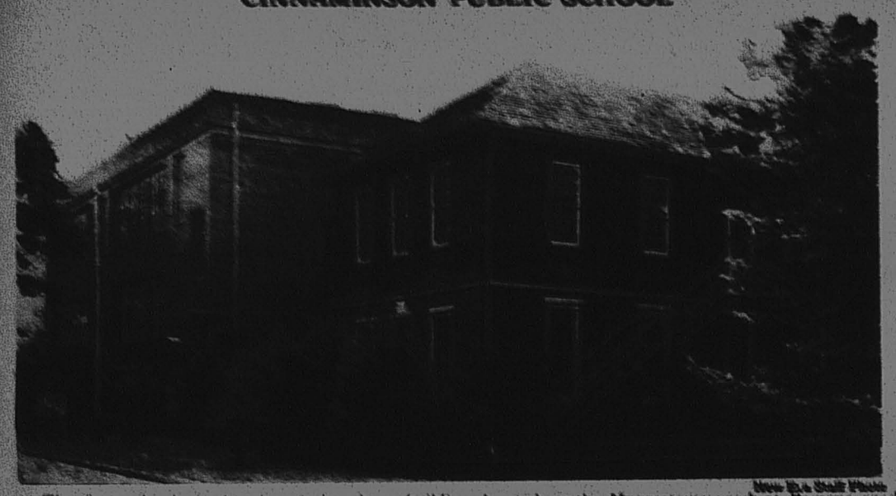
The state law requires every vehicle to carry a light after sunset. It is cheaper to buy lamps than to pay fines. C. T. Woolston can supply you with anything as cheap as anybody.

JERSEY DEVIL HERE

The Jersey Devil, which was supposed to have been laid some time ago is said to have again appeared in Riverton. A local resident declares he saw it at Fourth street and Lippincott avenue last Monday night. He charged it with a large pocket knife but the creature vanished when he was almost within striking distance.

The observer describes it as looking something terrible, with awful eyes (1907).

CINNAMINSON PUBLIC SCHOOL



New Era Staff Photo

The first school on the site of the above building, located on the Moorestown road, at Pomona road, was erected in 1870, but the facilities became inadequate with the passage of years and a new school house was erected in 1925, the first class using the auditorium of the new building for graduation exercises in that year. Charles Evans, president of the Board of Education at that time, presented diplomas to the eleven members of the class.

The new section of the school is three stories in height, with dimensions of 60 x 80 feet. The auditorium has a seating capacity of 500.

Y. M. C. A.

On December 11, 1888, a meeting was held in Rudderow's Hall to organize a Y.M.C.A. in Palmyra and Riverton. The following officers were elected: D. A. MacCarroll, president; N. W. Wisham, vice president; G. H. Wiggins, secretary.

Others present at the meeting and assisting in the organization were: C. P. Baker, L. C. Ware, James Stonehill, C. H. Stackhouse, Rev. Barrows, C. F. Sheeper, J. F. MacMillan and L. A. Weikman.

A small room was rented to house the organization and Roger McMullan was appointed secretary on March 11, 1889, for four nights a week.

The present building site was purchased in 1890, and, in October, 1908, plans were drawn for the present building. This was contracted for on January 26, 1909.

For many years the local association had its own secretary, the last being Wilton E. Mount, who resigned two years ago.

After the departure of Mr. Mount, the Palmyra-Riverton Y.M.C.A. became affiliated with the Burlington County "Y" and county secretaries Guy C. Hendry and C. Praul Reeder spent considerable time here.

The Pine House Vacation Camp is one of the activities organized and supervised by Mr. Reeder.

At the present time there are a number of active clubs associated with the "Y" here, these being under the direction of local residents.

These groups with their leaders are: Phalanx, E. Newbold Cooper; Lone Eagle Hi-Y, Robert McCurdy; Gra-Y, Thomas Braddock; Lincoln Hi-Y, Clifford Loane; Twin City Spartans, Robert McCurdy; Lenni-Lenape Gra-Y, Earl Whitecraft; Gra-Y, James Durham.

The work of the association over a long period of years has been one of whole-hearted service to the youth of these communities.

Present officers are: Lawrence B. Parker, president; E. Newbold Cooper and Charles S. Stickney, vice presidents; Robert G. Adams, secretary, and Howard B. Conover, treasurer.

ROOSEVELT HERE

Unknown to itself, Riverton enjoyed an unusual honor last Sunday when Theodore Roosevelt, governor of New York and vice-president-elect of the United States came on a quiet visit to his friends, Mr. and Mrs. Samuel J. Allen, of Lippincott avenue.

NOT SO TODAY

The Riverton council chamber is open to all, but few can get in after the members and reporters are seated (Jan. 5, 1895).

Now (1939) there is plenty of room, but it is seldom that any one attends the session with the exception of a lone newspaperman and a representative of the Public Service Company.

REPLACED BY NEW

The Calvary Presbyterian Church and Chapel as it appeared prior to the construction of the present beautiful building that stands today on the corner of Fourth and Lippincott avenue, Riverton.

WHERE YOU PAID

The old toll house at Five Points, where users of the Westfield and Camden Turnpike paid for the privilege, beginning in 1855. The structure was originally located on the east bank of Pennsauken Creek, being moved a few years later to the location shown above. It was used as a dwelling and shoemaker shop in 1909, but was later demolished.

THE PORCH CLUB

of Riverton

ORGANIZED IN 1890

extends congratulations to its contemporary

The New Era

BUSY PLACE

The Riverton railroad station in the early days was a beehive of activity, with many more trains going up and down the line than there are today. The station agent lived in the house adjoining the ticket office. Only a platform stood on the north side of the tracks and the station was east of the Main street crossing.

BANK FOUNDED 32 YEARS AGO

Quarters First Located in Joseph Roberts Store; Established 1907

The Cinnaminson Bank and Trust Company was established on February 4, 1907, the first banking house being located in the store of Joseph M. Roberts, Riverton, for several months after the organization had been completed. In October of the same year, however, the institution moved into its own quarters on Main street.

The structure contained the latest facilities known at that time and was considered to be one of the finest in the state.

Occupied Until 1928

The bank was located at this point until May, 1928, when a more modern banking house was constructed at the corner of Main and Harrison streets. Even as the building erected in 1907 was considered to be the last word in quarters for an institution of this nature, so is the new structure regarded at the present time.

The old bank building is now occupied by the Riverton post office.

The business was begun with a capital stock of $25,000 and the organizers were Samuel Slim, J. Lawrence Lippincott, Dr. E. L. Sharp, E. E. Compton, D. H. Wright, John H. Lewis, William Rudduck, Joseph M. Roberts, Samuel MacMullin, Alfred Smith, C. T. Woolston, F. G. Brown, Dr. Alexander Marcy, Jr., Robert F. Garwood and Joseph Morgan.

First Officers

The first officers were: Charles W. Nevin, president; Dr. Alexander Marcy, Jr., and Joseph Morgan, vice presidents; E. L. Williams, cashier. On the death of Mr. Nevin, on November 14, 1908, Mr. Morgan succeeded to the presidency.

The original board of directors was composed of Charles W. Nevin, Dr. Marcy, Joseph Morgan, Samuel F. Finggold, George C. Frank, Samuel Slim, J. Lawrence Lippincott, Charles A. Wright, J. Otto Thilow, Edmund Holmes, Joseph M. Roberts and Collins H. Haines. Of the original board, only Mr. Frank, Mr. Holmes and Mr. Wright are now living.

Presidents

Mr. Morgan served as president until his death in 1917. He was succeeded by Dr. Marcy, who occupied that post through 1921, when he was compelled to resign because of ill health. From that date until his death this year, E. L. Williams was president of the institution. He was succeeded by Dr. Charles S. Mills.

The present officers are: Dr. Charles S. Mills, president; Edmund S. Holmes, vice president; William A. Hendrickson, vice president; Howard B. Conover, secretary and treasurer; Herbert J. Kemmerle, assistant treasurer; Morris H. DeCoursey, assistant secretary, Marie I. Wiseman, trust officer.

Directors

The present directors are: Howard B. Conover, George C. Frank, Arthur C. Haines, John F. Hackett, William A. Hendrickson, Edmund S. Holmes, Charles S. Mills, Henry L. Randall, Howard M. Rogers and James T. Wrart.

From a modest beginning in 1907, when the initial deposits were $9,089.75, the business of the bank has increased rapidly from year to year. In 1917, deposits amounted to $555,577.92; in 1927 to $1,126,279.97; in 1939 to $1,779,983.96.

During the enforced "banking holiday" of several years ago, the Cinnaminson Bank and Trust Company was one of the first institutions to reopen.

THE RED CROSS

Palmyra Branch

Always active in times of emergency and with a multitude of other activities, the work of the Red Cross is too well known to make a description of the activities of this organization necessary.

Local branches have always done their share in projects designed to relieve suffering in this country and all over the world.

The officers of the Palmyra Branch are: Mrs. M. M. Klotz, chairman; Mrs. Conrad Frisby, vice chairman; Mrs. R. G. Anderson, secretary and Mrs. William McCamy, treasurer.

The resignation of Mrs. A. C. Hirsch, chairman for many years, was recently accepted with regret.

Riverton Branch

The officers of the Riverton Branch are: Mrs. Nathan Lane, chairman; Mrs. Murray C. Boyer, vice chairman; Mrs. Ralph L. Flower, secretary and Mrs. J. Carl De La Cour, treasurer. Mrs. Alexander Marcy, Jr., was the first president, later becoming county president.

Another original officer was Mrs. A. M. Ellsworth, treasurer; who also was a county president. At one time, the Riverton branch had over 1,000 members. Mrs. Murray C. Boyer followed Mrs. Marcy in the presidency.

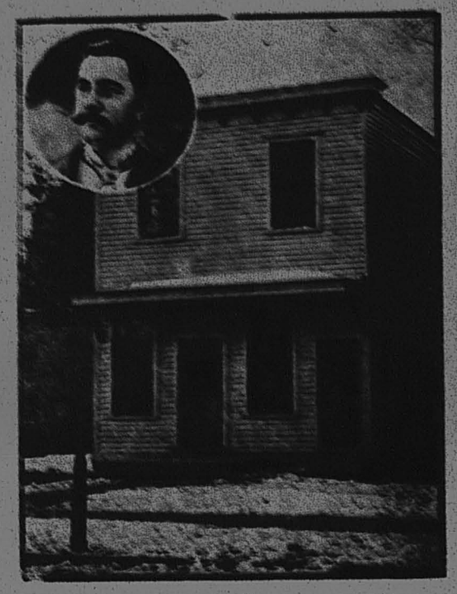
The Riverton Branch, in connection with other units of the Red Cross, is now actively engaged in preparing material which will be sent to war refugees.

Donations of money to purchase material will be gratefully received by the treasurer.

A K.K.K. cross was burned at Broad street and Elm avenue on Thursday, August 2, 1923.

1918 slogan, "twenty-five cents a day will win the war. A thrift stamp will keep the Kaiser away."

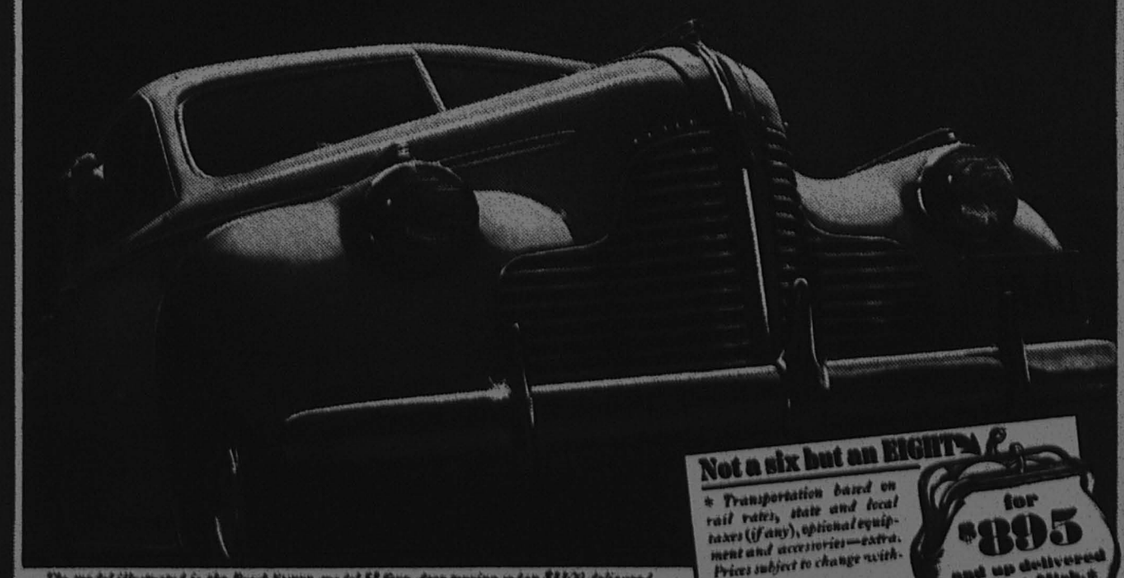
IMPORTANT PLACE



In the olden days, the post office was a popular rendezvous for many residents. The Riverton office, when located at 538 Main street, shown in this picture, together with the postmaster of that time, Charles Mattis. The office became second class in 1901 and handled about 6,000 pieces of mail daily in 1909.

WHAT'S THE GOOD WORD FOR '40?

"Best bet's Buick!"



The model illustrated is the Buick SUPER model 51 four-door touring sedan $1109 delivered at Flint, Mich.*

Not a six but an EIGHT!*

* Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice.

for $895 and up delivered at Flint, Mich.*

We cordially invite the residents of Riverton, Palmyra and Cinnaminson to visit our showrooms and inspect these sensational 1940 Buicks. Better still, why not telephone us and arrange for a demonstration ride? We will be happy to do this without the slightest obligation on your part.

Congratulations to The New Era on Its 50th Birthday

MOORESTOWN MOTOR CO., Inc.

219 WEST MAIN STREET Telephone Moorestown ?? MOORESTOWN, N. J.

NOW ON DISPLAY AT BUICK SHOWROOMS EVERYWHERE

ORTHODOX FRIENDS

New Era Staff Photo

Friends from this section gathered at the meeting-house on the Riverton-Moorestown road once or twice a week until the two branches reunited in 1827.

At that time, to quote from George DeCou's book "Moorestown and Her Neighbors":

"The Meeting-house and Friends' School near it, were retained by the Hicksite Friends. The Orthodox Friends erected a small schoolhouse which stood on Branch Pike a little west of the present Orthodox Meeting-house, and for a number of years, meetings were held in this building. The present Meeting-house, (pictured above) was erected in 1856."

When no longer needed, the School-house was moved across the road and forms part of the out-buildings on the farm, now owned by John Brewster.

The names Leeds, Taylor, Warrington, Lippincott, Stokes, Sharpless and Allen are among those remembered between 1840 and the end of the century, and what is unusual in this day of change, is the fact that we can count at least three families who have worshipped there for five generations.

The name of Dr. Joseph Warrington is perhaps the most widely known. He was a notable and forward looking physician—but it is with one of his unbounding deeds we are interested here. A Friend, still living, who attended the little School says: Dr. Warrington was good to us boys. He made us a bat, and a see-saw, and I think he made several of our school desks with his own hands."

Readers will realize this was long before the days of mass production of bats and desks.)

While there are still two distinct Westfield Meetings, the names "Hicksite" and "Orthodox" are much less used: the children attend the same Sunday School; the two Meetings worship together at Christmas time; and the "Brick" Meeting invites the members of the "Frame" house to all its lectures and social events.

TAX REBATE FOR WATER TROUGH

In 1900, a new state law required owners of lands bordering on highways to remove brush, briars and weeds that grow along such thoroughfares.

A new law also entitled a person maintaining a public trough to a rebate of $3.00 on his taxes.

Over one hundred citizens and a number of school children awaited the arrival of the 7.17 last Monday morning at Riverton to cheer the first train to run over the Delair bridge carrying local passengers (Dec. 22, 1932).

RIVERTON

(From Files of the 90's)

The Court of Chancery, in Camden, on Tuesday morning last April, 1895, in the case of the Cammunnon Electric Light Co. vs. Riverton, decided in favor of the former, granting them the privilege of erecting their poles in the borough.

—o—

Grocer Lloyd's new wagon will be out next week. A sign of increasing business.

—o—

Report makes Miss Abbie T. Lippincott, who has been poorly for some time, a trifle better now.

—o—

Mr. Frank Toy has sold his buggy and harness to William Murphy, near Bridgeboro.

—o—

About 20 of the elite of Riverton were present at the entertainment in the Epworth M. E. Church last week.

—o—

Mr. Charles Lowden's house on Broad street is being painted. Perkins and Plumly, artists.

—o—

One morning this week Dr. Hall's carriage had a very narrow escape from being struck by a fast train.

—o—

George W. Vandergrift thinks there is nothing so nice as a trolley ride through the streets of Philadelphia. He says it is the only place you can get a cool breeze on a hot day.

—o—

A wandering artist, engaged in tattooing young men's arms with names and figures attracted a crowd at the station recently.

—o—

Ezra Carhart, Jr., is the proud possessor of a new bike.

—o—

Harry Denman, blacksmith of Riverton, is having a rush of work. He has much custom from the farmers away back in the country.

—o—

Mr. Headington, of Palmyra, has the contract for the walls of the large new greenhouses at Dreer's, which are to cover an acre of land.

—o—

Only seventeen voted in the Palmyra School Board election in 1918.

—o—

The Palmyra and Riverton Home Guards held a sham battle back of the water works on Saturday, March 16, 1918.

WHERE READERS GATHER

New Era Staff Photo

The Riverton Free Library is the outcome of a meeting held in January, 1899, and attended by a number of the representative citizens of Riverton, the purpose being to establish a library in this section. The results were so enthusiastic that it was possible to form a permanent organization on February 3 of the same year. Christ Church offered rooms in the Parish House and there the first library was inaugurated.

The Riverton Free Library Association was incorporated in 1906 and, in the spring of 1908, became the owner of a library building, at its present location, the structure being the gift of Mrs. Edward H. Ogden as a memorial to her husband.

From a modest beginning, the library has grown to the point where it has many thousand books on the shelves, while hundreds of readers have cards. In 1930, the number of books circulated was 29,914. Being the only institution of its type in this section, the Riverton Library has a large number of readers from all three communities, Riverton, Palmyra and Cinnaminson.

Miss Antoinette B. Campbell, the present librarian, is especially to be commended for the many years of faithful work she has performed in that capacity. To her and her sister, the late Elizabeth Boyd Campbell, who served as librarian for 32 years, can be attributed much of the success and development of the library.

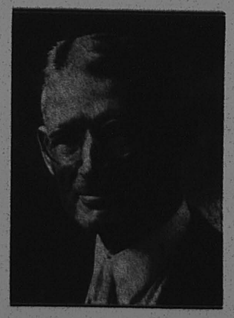
Harry F. Jones is president of the Riverton Free Library Association; Francis B. Elwell, vice president; Mrs. W. W. Chalmers, secretary, and Willis S. De La Cour, treasurer.

SACRED HEART P.T.A.

This organization was established in 1931, shortly after the Sacred Heart School was completed.

The officers are: Mrs. Edward Kavanaugh, president; Mrs. Edward Steedle, first vice president; Mrs. Herbert Kemmerle, second vice president; Mrs. John McAnulty, second vice president; Mrs. John Strohlein, corresponding secretary; Mrs. Edward Faunce, secretary, and Mrs. Harry Gottlieb, treasurer.

Let me tell you what the
AUTOMOBILE CLUB OF CENTRAL NEW JERSEY CAN DO FOR YOU!



IT has been my privilege to secure hundreds of members for the Automobile Club of Central New Jersey in the past two years. Few automobile drivers have any adequate conception of the many benefits that membership in this great nation-wide club can bring.

Those who have joined, and have, in more ways than one, been the direct recipients of its help, can best testify to its advantages. . . . Whether or not you join immediately, I would appreciate the privilege of telling you the AAA story.

HARRY E. MOYER
LOCAL REPRESENTATIVE
RIVERTON, N. J.

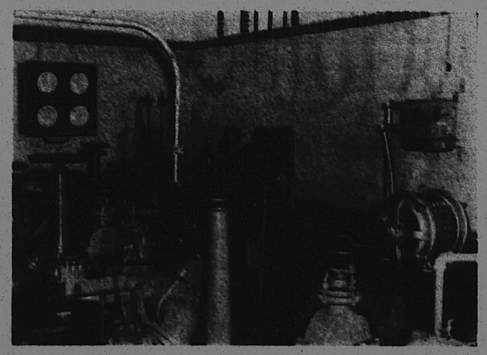
CONGRATULATIONS TO THE NEW ERA FOR A HALF CENTURY OF SERVICE

WATER SERVICE SINCE 1888

MAIN BUSINESS OFFICE

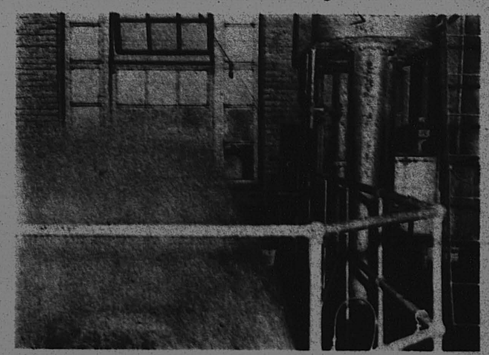
Of the Riverton and Palmyra Water Company, located at 1 Morgan Avenue, Palmyra.

INTERIOR OF MAIN PUMPING STATION



Pictured here are pumping units in main pumping station. These centrifugal pumps, electrically driven, have a combined capacity of 2000 gallons per minute. In the background is a gasoline powered unit for emergency use. The pumping unit pictured here is one of five in the local water system.

AERATION BASIN AND EQUIPMENT



Pictured here is the aeration basin in our main station in operation. Water from the wells is pumped through 65 spray nozzles, thus discharging the carbon dioxide gas that's in the water into the air. A large basin collects the water from the nozzles and from there it is pumped into the standpipes for public consumption through the regular system. This process of aeration greatly reduces pipe corrosion.

THE RIVERTON AND PALMYRA WATER COMPANY, organized December 31, 1888, started serving the community with a 20-foot tank mounted on a brick base, with a capacity of 40,000 gallons, a pump with a capacity of a million gallons in 24 hours, and eight miles of pipe.

Today the Riverton and Palmyra Water Company supplies water from two large tanks with a capacity of 575,000 gallons, modern pumps capable of four million gallons daily, and 42 miles of pipe for water service and fire protection.

The Riverton and Palmyra Water Company, in its 51st year of community service, extends congratulations to another public servant, THE NEW ERA, for its contribution to local development, on this its 50th Anniversary.

RIVERTON and PALMYRA WATER CO.
1 Morgan Avenue Palmyra, N. J.

THE WHOLE STORY

(As told at the beginning of the century)

John Continent starts business with a highly original slogan.

Uncle Sam, Mrs. Sam and Arbuthnot Bum smile with approval at the high quality of the merchandise.

The Goddess of Plenty (a rather gilded damsel) chortles with glee at the abundance of articles offered for sale.

Mrs. Grouchapeaux visits the establishment (the inset proves how fresh the products really are.)

Delivery Service. The chore of filling an order.

The goods arrive at the household where the kitchen is a beehive of activity.

PALMYRA PARENT TEACHER ASSOCIATION

The Parent Teacher Association was organized in Palmyra on January 30, 1917, with 48 members. The late Mr. William McConnell was the first president.

A review of some of the achievements of the association follows:

In May, 1918, Mrs. E. B. Becton became president. She served in this office until February, 1919. The association at this time worked on the improvement of a school lunch room. Contingent education of children 14 years of age was stressed.

Mr. McConnell again was president during 1919 and 1920. The new lunch room was opened November 13, 1919.

Purchase Equipment

In May, 1921, Mrs. J. H. Abbitt was elected president and served until 1924. During this time, equipment was purchased for the playground. In November, 1925, Palmyra won the prize for having the largest increase in membership in the state. The new high school was opened to the public March 23, 1923, and the P.T.A. purchased a curtain for the auditorium.

Mrs. John Moffitt was the next president. She served from May, 1924, until May, 1925.

In May, 1925, Mrs. Charles Whitmer became president. At this time, the executive committee was given the authority to decide questions at their meetings.

The late Mr. Frank Parker was president in 1926-27.

The next president was Mrs. Lucille Hansen.

From 1929 until 1932, Mrs. Elias Toy was president of the association. It was decided to give a prize of $5.00 to the student with the highest general average in the grade and high schools.

Mrs. J. C. Mallory served as president from 1932 until 1935. The P.T.A. gave a benefit, the proceeds to be used for a dental clinic in the school.

Buy Telebinocular

Mrs. M. Williams was president for the year 1935-36. The association assisted the Board of Education by making a donation to be used for the purchase of milk during the summer months.

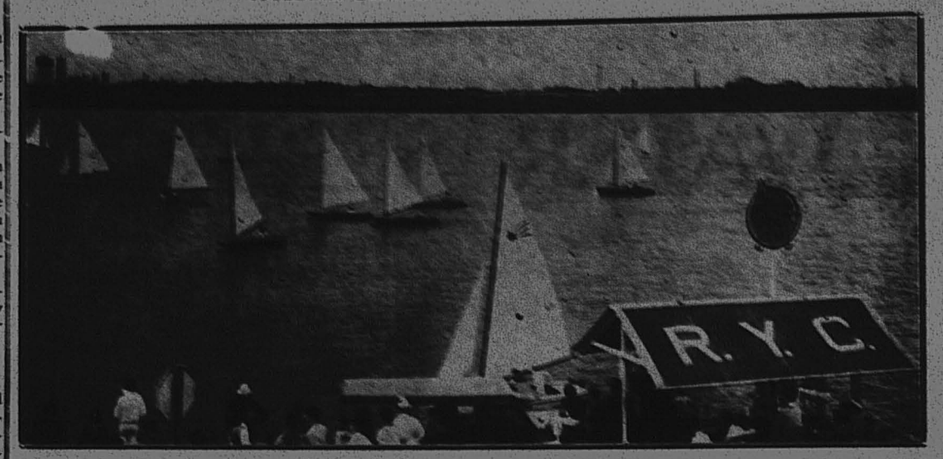
In May, 1936, Mrs. Alfred Lippincott was elected president. The P.T.A. purchased a telebinocular—a reading tester for children, to aid the teacher in detecting reading difficulties.

The executive board took charge of the P.T.A. meetings for the year 1937-38, with Mrs. J. B. Mickle, presiding.

In 1938-39, Mrs. George Luce was president. The P.T.A. cooperated with the Palmyra Welfare and took charge of the distribution of shoes.

For the year 1939-1940, Mrs. John Hoepner has been elected president of the association.

WHITE SAILS IN THE SUNLIGHT



The Riverton Yacht Club presents an attractive appearance every week end during the summer, when the many boats in the Duster, Comet, Star and other classes compete for sailing honors on the Delaware.

CHEAP RENT

In 1895, S. J. Coddington advertised an eight-room house for rent in Riverton at the price of $9.00 per month. He also had available a nine-room house at $22 per month and a 10-room dwelling at $30 per month.

Peach festivals were formerly very popular in this section as well as watermelon parties.

TEXACO SERVICE

AUTO-LITE BATTERIES, SPARK PLUGS, IGNITION SERVICE

FIRESTONE TIRES, TUBES and RADIOS

A COMPLETE LINE OF ACCESSORIES

PRESTONE and ZERONE

Expert Marfak Lubrication :: Washing and Simonizing

CARS CALLED FOR AND DELIVERED

CONGRATULATIONS TO THE NEW ERA ON ITS 50th ANNIVERSARY

BURKE & EISLEY

Broad Street and Linden Avenue Riverton, New Jersey

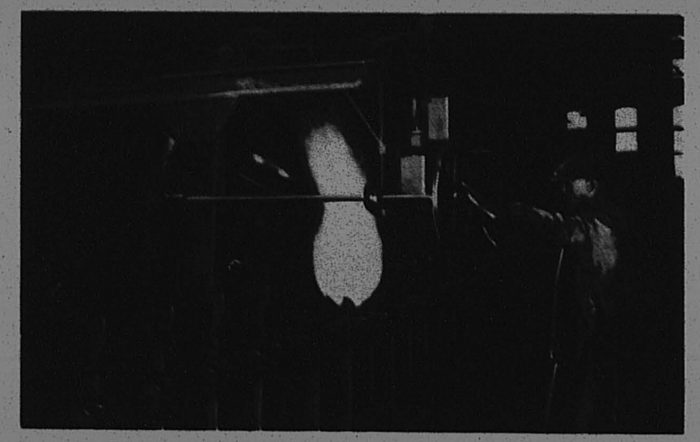
Phone 1562

Pictured here is one of Riverside's largest industries, The Riverside Metal Company. This Company specializes in non-ferrous metals that find their way into thousands of products in daily use both here in the United States and abroad. The Riverside Metal Co. employs over 650 people from Riverside, and surrounding towns and contributes much toward the general welfare of the communities served by The New Era.

LABORATORY CONTROL

Here is the chemical laboratory of The Riverside Metal Company where a staff of chemists, metallurgists and technicians are constantly busy controlling the high quality of the many metal products of the Company and conducting research work to find new formulas to meet the exacting demands of modern American manufacture.

MELTING AND POURING



Here a Riverside Metal Company skilled employee is pouring bars of a special metal from the new type electric furnace. These furnaces insure the quality of the melt, speed up production, provide more accurate temperature control and greatly improve working conditions in the plant. From this department the bars are sent through various processes of rolling, drawing and finishing to eventually become wire, rods, bars or sheets of metal on special order.

WIRE DRAWING

Pictured here is special equipment for drawing wire. These machines are capable of drawing wire to extremely close tolerances and controlled tempers. The demands made upon The Riverside Metal Company to produce wire according to the most rigid specifications is a distinction afforded few companies.

COLD ROLLING

Here massive rolls of this type take heavy bars of finished metal and reduce them into sheets and strips of any desired thickness with an accuracy almost unbelievable. From these rolls the sheets are delivered to manufacturers of many products and find their way into scores of articles that play a part in your daily routine of living.

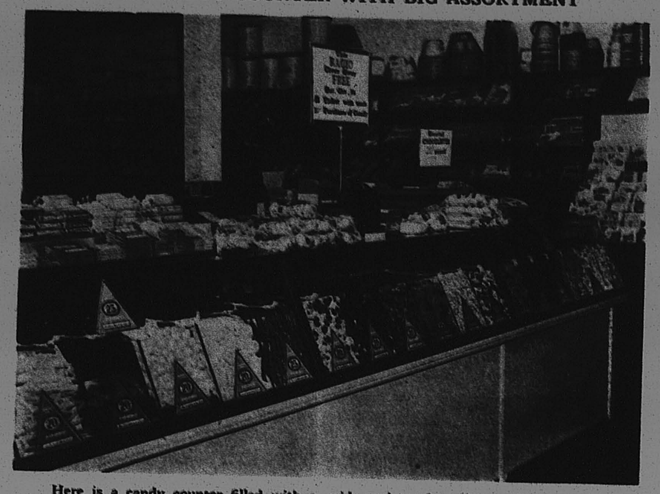
The Riverside Metal Company, with mutual interests in Riverton, Palmyra and Cinnaminson, is happy to congratulate The New Era on its 50th Anniversary of publication. To the press of the Country, both large and small, a liberty-loving people owe a debt of gratitude.

THE RIVERSIDE METAL CO.

RIVERSIDE, NEW JERSEY

AN ENLARGED 5c and 10c STORE

NEW CANDY COUNTER WITH BIG ASSORTMENT

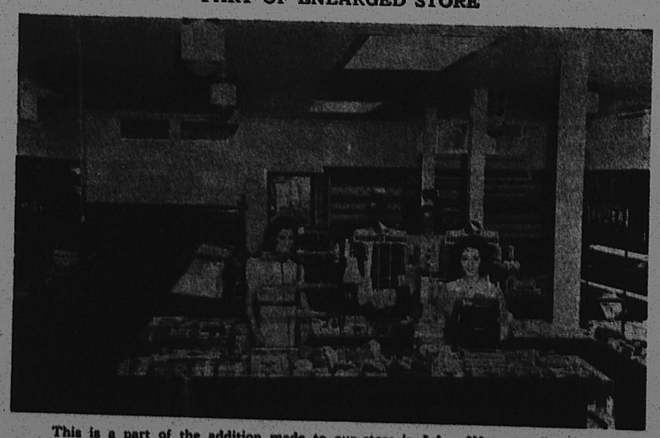


THE HOME OWNED STORE

Here is a candy counter filled with a wide variety of quality candies at very reasonable prices. Buy your candies here.

THE HOME OWNED STORE

PART OF ENLARGED STORE



This is a part of the addition made to our store in July. We now offer more items, greater display and more shopping comfort.

WITH THE NEW ADDITION TO OUR STORE and the entire interior rearrangement, we offer the citizens of these towns a modern store, a larger stock of merchandise, and a better opportunity to move about in comfort. We invite you to visit our store often and avail yourself of the many little household necessities and conveniences which can be purchased here at a very worthwhile saving.

We are deeply appreciative of the loyal support of our townspeople in the past, and assure them of our intention to keep our store modern in every respect and bring to them the very best in quality merchandise at the very lowest prices.

To our very good friend, "The New Era," we extend hearty congratulations and hope for their success in the years to come.

PALMYRA 5c and 10c STORE

JAMES E. WOLFE, Prop.

9 West Broad Street, Palmyra, N. J.

1889 **THE NEW ERA** 1939

RIVERTON :: CINNAMINSON :: PALMYRA

PAGE 1 FIFTIETH ANNIVERSARY ISSUE SECTION 6

RIVERSIDE METAL ORGANIZED 1897

Specializes in Non-Ferrous Alloys; H. L. Randall Company President

Few of us, from the time our eyes greet the new day, to the time when they close upon the night, escape contact during the interim with products that had their beginning in The Riverside Metal Company, in our neighboring community. If you look at a watch, fasten a zipper, flip a light switch, talk through a telephone or eat with a spoon, the chances are a hundred to one that you've touched a product in whole or in part made from Riverside products.

These are but a few of the thousands of things that go into the pattern of our modern living, made from the raw materials which originated in either of these two great companies.

Vital Factors

Since its operation is a vital factor in our community life, it is fitting that the interesting story of its beginning, steady growth, and present-day development be recorded in such an issue as this. The following historical account of The Riverside Metal Company, released this year, is therefore reprinted for the readers of The New Era.

The Riverside Metal Company owes its beginning in 1897 to the desire on the part of The Keystone Watch Case Company—then and now the largest manufacturer of its kind in the world—to secure for itself a dependable source of supply for metals of a quality particularly suited to watch-case production and which, of necessity, had to be better than the commercial grades available.

With quality as the predominant incentive, the organization devoted its entire effort to the manufacture of the less common and more difficult non-ferrous alloys and achieved success through painstaking production methods and control. Having satisfactorily met the exceptionally high requirements which The Keystone Watch Case Company needed for the fabrication of its internationally known products, it soon became recognized that industry generally was anxious to obtain metals with the same characteristics.

Broadened Distribution

Distribution of Riverside products rapidly broadened and today the small organization which had its inception in quality has reached a commanding position in the industry, having increased its productive capacity over 1800 per cent since 1897. Refinements in the art of producing various alloys of Phosphor Bronze and Nickel Silver and the development of special non-ferrous mixtures have made the name Riverside prominent in metal-consuming fields. It should be emphasized, however, that Phosphor Bronze and Nickel Silver still remain the major products of the Company.

Specialties

Specializing in the more refractory non-ferrous alloys, it is necessary to keep pace with and, in many instances, to anticipate the peculiar metal needs and solve the problems developed in the industries which The Riverside Metal Company serves. This requires unusual equipment of advanced design and, in recent years, many specially constructed units such as annealing furnaces, rolls, draw benches, and other production, inspection and handling machinery have been installed. Furthermore, because of the ever-widening scope of this Company's research activities, new and greatly enlarged laboratories equipped with the most up-to-date devices known to metallurgical science have been established. These laboratories consist of chemical, mechanical and metallographic divisions.

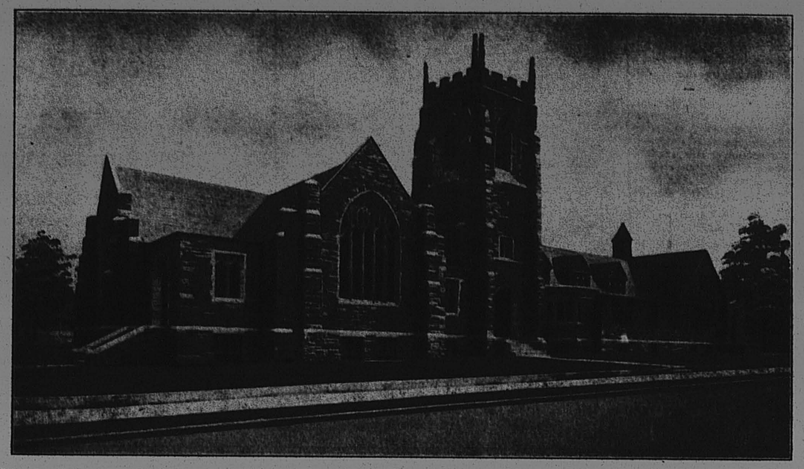
Research Goes Forward

While the results achieved by the technical staff during the past quarter of a century have made the name Riverside in connection with Phosphor Bronze and Nickel Silver synonymous with quality, the research activities of this Company are constantly going forward. Thus, The Riverside Metal Company was one of the first to introduce, in this country, wrought Beryllium Copper and to produce it commercially in the forms of sheet, strip, wire, bars, blanks and circles. This remarkable heat treatable copper alloy has aroused widespread attention in the engineering world because it is possible to form highly intricate parts from Beryllium Copper in the soft or semi-hard state and then, by a simple heat treatment, increase their physical properties to an extraordinary degree.

Riverside products are still being used by most of its first customers whose names appear on the original files of 1896. In addition, they are sold today domestically and abroad, wherever the nature of the industry requires the use of genuinely superior Phosphor Bronze, Nickel Silver or Beryllium Copper.

Officers of the company are:
H. L. Randall, president.
F. E. Hyatt, vice president and treasurer.
J. F. Hackett, vice president and general manager.
H. P. Landis, secretary and assistant treasurer.
J. C. Stevenson, assistant secretary.

CENTRAL BAPTIST CHURCH



This church was organized in 1885 with the following members: Mr. and Mrs. M. W. Wisham, Mr. and Mrs. Sidney Wilkinson, Mr. and Mrs. W. W. Harper, Sallie W. Harper, Ella C. Harper, Mrs. J. O. Thilow, Annie J. Walnut, and Mrs. Anna B. Ourt. The first baptism took place March 24, 1886.

The original church was built in 1886 at Fifth street and Maple avenue, Palmyra, and Rev. Joseph E. Sagebeer was the first pastor.

In 1928, the present modern church building was constructed, dedication exercises being held during the period March 17-24. The cornerstone was laid with appropriate ceremony on July 8, 1927. The new church cost approximately $100,000 and the members of the building committee were: Clarence Yerkes, chairman; George N .Wimer, Thomas Van Osten, David Wood and Walton Taylor.

Rev. George Lockett, B.D., is the present pastor, he having been called to the pulpit in 1926. The present congregation numbers 470.

IN DAYS OF YORE

Not so many years ago, this equipment of the Riverton Fire Company was considered the last word in apparatus. Contrast this picture with the modern home and apparatus of the same organization.

LOCAL MAILS IN 1910

Arrive

From Philadelphia, south and west—7 and 8 a.m.; 12.30, 4.30 and 6 p.m.

From New York, east and foreign—9.10 and 10.30 a.m.; 4 and 8.25 p.m.

Depart

For Philadelphia, west and south—7.30, 8.55, 10.10, 11.55 a.m.; 3.30 and 8 p.m.

For all points—New York, east and foreign—7.30 a.m., 12.15 and 4 p.m.

Sundays

Arrive from all points—8.30 a.m.

Depart for all points—4.45 p.m.

EXTRA! EXTRA! (In Four Years)

At the regular meeting of the Riverton Borough Council held last night (Feb. 11, 1909) a communication was read from the State Board of Health directing Riverton to cease polluting the Delaware River with sewage by September 1, 1913.

Strange to relate, a similar communication was recently received by the Riverton Borough Council, but the date is now November 1, 1941. It can hardly be said that the State has acted precipitously over the erection of a sewage disposal plant!

There was a gigantic water carnival at the Riverton Yacht Club on August 22, 1918, for the benefit of the Red Cross.

Office opens 8.15 to 9 a.m.
Open on Holidays
7 to 9.30 a.m.

The Mail Box

Mail is collected from the box at Broad and Main at the following hours: 8.30 and 11 a.m.; 3 and 7.30 p.m. Sundays—4 p.m. Holidays—8.30 a.m.

KEYSTONE WATCH CASE COMPANY

Riverside Corporation Largest Makers of Watch Cases in United States

The Keystone Watch Case Corporation is the largest organization of its kind in this country devoted exclusively to the manufacture of watch cases. It was organized in 1853 in a little shop in Philadelphia, where James Boss, working at a bench, was producing a few watch cases from a metal which he had developed and patented.

Recognizing the fact that solid gold watches were too expensive for the general public, Boss perfected the joining of a thin sheet of gold to a stiff durable base metal. This achievement accomplished a two-fold purpose, it effected a great reduction in the cost of the watch to the consumer and, at the same time and most importantly, it resulted in the creation of a case much stronger than a solid gold one.

Wider Demand

This improvement in the art of watch-case making developed a wider demand and caused several watch case manufacturing companies to come into being in the Philadelphia area. Among these was a small shop in that community operating under the name of T. Zurbrugg and Company. Theophilus Zurbrugg was the head of the organization.

In 1892, Zurbrugg brought the first watch case company to Riverside and, within a short time, was producing there approximately 150 watch cases each day, employing about 100 workmen.

Combined

Another of the small shops in Philadelphia making watch cases was called the Keystone Watch Case Company and, in 1899, both the Zurbrugg and Keystone Companies were combined under the leadership of Mr. Zurbrugg. The Keystone organization remained in Philadelphia until 1912, when it also moved to Riverside.

The growth of the company has been a steady one, having included manufacturing divisions in various

(continued on page 4)

PALMYRA 5 & 10 HAS LARGE STORE

"Home-Owned" Establishment Carries Wide Line of Quality Merchandise

The Palmyra 5 and 10 was started in 1934, at 9 West Broad street, Palmyra, by the present resident owner, James E. Wolfe. Mr. Wolfe came here with a wealth of experience, having formerly been employed in a managerial capacity by the F. W. Woolworth Company.

This home-owned establishment, due to the fact that the management has expended every effort to bring quality merchandise at lowest prices to the people in this section, has found it necessary to expand its quarters twice since 1934. The present store is over twice the size of the original.

Latest Addition

The first addition was made in 1935, with more extensive expansion during the summer of this year, when the construction of a new section increased the counter space to over 500 feet.

With its enlarged facilities, the interior compares with 5 and 10 stores located in the large cities.

The entire interior has been rearranged so that a much larger stock of merchandise can be displayed and patrons have an opportunity to move about with greater ease.

Wide Stock

Mr. Wolfe states that many household necessities can be purchased at his store with a worthwhile saving. He also thanks the townspeople for their loyal support and assures them of his intention to keep the establishment modern in every respect.

If you have a "sweet tooth," the extensive candy counter at the "home-owned" 5 & 10 will prove irresistible.

EBERLY HAS MODERN STORE

Eberly's Drug Store, at 207 East Broad street, Palmyra, came under the ownership of the present proprietor, Luke K. Eberly, in 1925, when he purchased the business from Walter E. Smith.

In 1931, the building which houses the establishment was practically rebuilt and additional improvements were made in 1939 so that the store, as it exists today, is most commodious.

Mr. Eberly is a graduate of the Philadelphia College of Pharmacy, where he taught for several years after his graduation before starting his business here.

Specialties

The Eberly Store makes a specialty of its prescription department and, in addition, has an excellent fountain service, carrying the well-known Supplee ice cream.

Other nationally famous lines are: Yardley products, Rexall Drug products, and Whitman's candies.

Large Display At Schwering's

The Schwering Store, located at 305 East Broad street, Palmyra, has long been identified as being a leading mart for electrical appliances, hardware, paints and a host of allied lines. The busines was established at its present location by Harry C. Schwering, the present proprietor, in 1922.

Extensive improvements were made in 1930 and 1934, permitting an enlarged display of the numerous items carried in stock.

Showroom

A more recent addition is the novel showroom addition to the store, where large appliances can be arranged to advantage before the public eye.

Included among the nationally-famous lines carried by Mr. Schwering are: Westinghouse refrigerators, Bendix washers, Zenith and R.C.A. radios.

An expert radio repair service is also maintained.

Walter McConnell is an assistant at the establishment.

PALMYRA SHOE MART CARRIES FINE STOCK

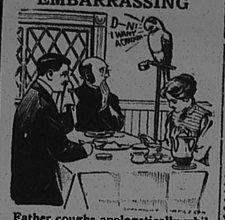
The Palmyra Shoe Store, one of the newest enterprises in this section was opened on September 1 of this year by Alfred Marozzi in modern and spacious quarters located at 103½ West Broad street, Palmyra. The proprietor formerly conducted a shoe repair business at 105 West Broad street for a number of years.

The store handles a complete line of men's and children's shoes, while ladies' footwear can be obtained on order.

Lines carried include the famous Endicott - Johnson and Triangle brands.

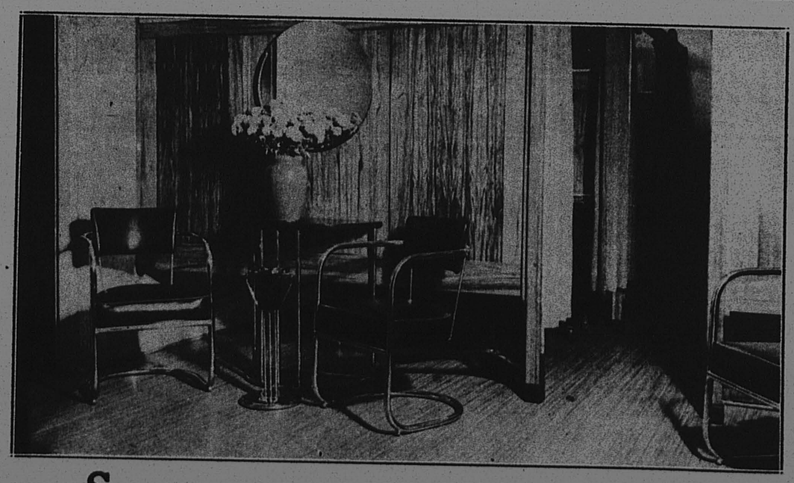
Another feature is a complete stock of hosiery for men, women and children.

EMBARRASSING



Father coughs apologetically while mother bows her head in shame at the indiscretion of the family pet, of course, the parson just HAD to be there on the terrible occasion.

BEST WISHES
from the
Camden Ink and Color Company



SINCE OUR OPENING HERE THREE YEARS AGO, WE HAVE ENJOYED THE PATRONAGE OF MANY OF OUR TOWNSPEOPLE. THEIR CONTINUED SUPPORT OF OUR ESTABLISHMENT IS A SILENT EXPRESSION OF CONFIDENCE THAT IS DEEPLY APPRECIATED.

WE WILL CONTINUE OUR POLICY OF THOROUGHLY MODERN BEAUTY CULTURE, AND WILL STRIVE TO MERIT YOUR CONTINUED SUPPORT.

SINCERE CONGRATULATIONS TO THE NEW ERA ON ITS 50th ANNIVERSARY

BETTY PETTY BEAUTY STUDIO
519 CINNAMINSON AVENUE
PALMYRA, N. J.
FINGER WAVING ● MARCELLING ● MANICURING ● HAIR CUTTING ● BLEACHING
HAIR TINTING ● DUART METHOD OF PERMANENT WAVING
SCALP TREATMENT ● FACIALS
Telephone Riverton 480

OVER CENTURY IN BUSINESS

Henry A. Dreer Observed 100th Anniversary in 1938; Leader in Field

The year 1938 marked the Hundredth Anniversary of Henry A. Dreer, Inc. It was in 1838 that Henry A. Dreer, a young man of 20, founded the business in the heart of what in those days was the central business district of Philadelphia. Located at 97 Chestnut street, it stood alongside the Bank of North America with historical Carpenters' Hall and Independence Hall just a short distance away.

The young enterprise proved successful from the start, guided by the high ideals of the founder whose integrity and methods of fair dealing attracted an ever widening circle of gardeners. His broad horticultural knowledge and reliability won him the respect of a large clientele.

A catalog, simple compared with the Hundredth Anniversary Edition, and advertising in the best publications of the day stimulated the business which soon became a leader in the industry. After 10 years in the original location larger quarters were found at 59 Chestnut street. Another decade found the ever-growing business at 117 Chestnut street. In 1863 another change was made to 714 Chestnut street.

Large Building

By 1924 the available space had become so inadequate that a modern fire-proof eight-story building was erected at 1306 Spring Garden street where the business is now located. The founder personally conducted the business until his death in December, 1873, when his son William F. Dreer took charge. Instilled with the ideals of his father and endowed with health, youth, keen mentality, and personal charm he led the business to still greater success. In 1892 William F. Dreer formed a corporation permitting the heads of the departments to become stockholders. This policy has been continued ever since.

Riverton Site

From 1839 to 1850 the nurseries were at "The Woodlands" along the Schuykill River, once the beautiful estate of Andrew Hamilton and now Woodland Cemetery. The next 23 years found the nurseries on 35th street below Haverford avenue.

When the rapidly growing City of Philadelphia prevented expansion a site of over a hundred acres was selected at Riverton, New Jersey, because of its ideal conditions of soil and climate and accessibility to Philadelphia. The six original small greenhouses soon were found inadequate and were replaced by large modern buildings added to from time to time until today there are 10 acres under glass. Riverview was acquired in 1910 adding another 125 acres with 2½ acres occupied by modern greenhouses.

Rose Garden

The beauty of the Rose Garden must be experienced as words are wholly inadequate to describe it. Beds upon beds, made easily accessible by grass walks that run between them, present a colorful picture not to be forgotten, The artistic layout of the garden and the careful arrangement of the colors and hues make an enchanting picture. In addition to all first-class varieties the garden includes many so new that they have not yet been named, for the Rose Garden also is the testing plot for new varieties.

The efforts to give Rose lovers an ever greater range of beautiful Roses have been well rewarded, many of the country's outstanding roses being introduced by Dreer.

Things of Interest

There always is something of interest to be seen at Riverton no matter what time of the year . . . May for early-flowering perennials, June for Roses, July and August for Hemerocallis, October for Roses and Chrysanthemums, and November for still more Chrysanthemums and some more Roses. The special display of Water Lilies lasts from July to September and there also are 10 acres of greenhouses containing what is conceded to be the finest commercial collection of plants in the world. Furthermore 200 acres are devoted to the cultivation of Azaleas, Hardy Perennials, Hardy Shrubs, Gladiolus, Dahlias, etc. Adjoining the Rose Garden is the new 3 acre testing garden where you will find a wide assortment of plants on trial.

There are Annuals; Biennials; Summer Flowering Bulbs such as Dahlias, Gladiolus, and Montbretias; also new and old-fashioned hardy perennials, the best Chrysanthemums, hardy Vines—all arranged for easy access and properly labeled so that a visit to this garden will prove highly educational in every way. A leading horticulturist referred to this garden as "Dreer's Living Catalog."

Officers

The present officers of the company are: H. M. Hessenbruch, president; J. L. Legendre, vice president; Richard T. Johnston, secretary; L. E. Swett, treasurer. H. C. Sim is the manager of the Riverton nurseries and E. H. Michel is superintendent of the Riverview plant.

RAYMOND WARNER REALTOR

This establishment is located on the northeast corner of Fifth street and Cinnaminson avenue, where Raymond, as we know him, has been successfully operating a real estate and allied business in Palmyra for the past 20 years and at the present address for 11 years, where he maintains most attractive offices and operates with very efficient help.

Careful attention is given to the management of properties for owners, appraising, procuring mortgage loans and representing the following insurance companies: Insurance Company of North America, Home Insurance Company, Hartford Fire Insurance Company, Camden Fire Insurance Company, Fidelity and Phoenix.

Quality Papers

BOND PAPERS LEGAL PAPER
SECOND SHEETS COPY PAPER
DUPLICATOR MIMEOGRAPH
MANIFOLD PAPERS
. . . ALSO . . .
ENVELOPES . . . CARDBOARDS . . . BLOTTERS
WRAPPINGS . . . TWINES

Congratulations to The New Era on Its 50th Birthday

THE THOMAS W. PRICE CO.
14-16 SOUTH FIFTH STREET PHILADELPHIA, PA.
Lombard 0672 MAIN 8281

CINNAMINSON
BUILDING AND LOAN ASSOCIATION
of Riverton, New Jersey

FRED P. HEMPHILL, Secretary JOSEPH L. THOMAS, President

SINCE 1889
An unbroken record of success suggests a future investment for your serious consideration

50th Consecutive Series Now Matured

This Association matured its 50th consecutive series of shares on Monday evening, October 9, at the annual meeting in the Cinnaminson Bank and Trust Company building.

This series amounted to $87,100, of which $21,350 was in maturing mortgages and stock loans. The balance of $65,750, was in free cash.

The association, founded on October 1, 1878, has an enviable record, due to sound conservative management, having matured one series annually for the past 50 years.

Community Confidence

The soundness of its management is recognized by the community as is evidenced by the fact that shares are being subscribed for in increasing numbers—520 being taken in the 61st series.

Books for the 62nd series were opened Monday, October 9, and shares in it may be subscribed for at par during the next three months.

Favorable Terms to New Members

Older residents in Riverton, Palmyra and Cinnaminson need no reminder of the advantages of membership, but new residents should become acquainted with an organization that, during the past 13 years, has paid to its members a total of $1,946,150 in maturing shares.

To those who are looking toward financial independence, by means of sound savings investments, such an outstanding record merits consideration. This is especially true for those who are desirous of purchasing their homes on the deferred payment plan.

The association is in position to make loans to new members on the most favorable terms. The officers and directors will welcome new members who desire to secure shares in the 62nd series.

CONGRATULATIONS TO THE NEW ERA ON ITS 50th ANNIVERSARY

George Friday Here 20 Years

Local Plumbing Contractor Started Own Business Eight Years Ago

George Friday, Jr., Riverton plumbing, heating and roofing contractor has been working at his trade locally for the past twenty years. He began work here in 1919 and was employed by two other plumbers up until 1931.

In 1931, Mr. Friday began in business for himself and today enjoys a fine business reputation, employing four workmen. Mr. Friday is a progressive contractor, keeping abreast of the latest developments in the trade.

In addition to the usual work covered by the terms plumbing, heating and roofing, Mr. Friday specializes in oil burners, gas house-heating, air conditioning, modern kitchen equipment, and electrical vacuum cleaning of heating systems.

KEYSTONE WATCH CASE COMPANY

(continued from page 1)

parts of the country, such as the Crescent Watch Case Company, of Newark; the New York Standard Watch Company, at Jersey City; the Howard Watch Company, of Waltham, Mass.; the Bates and Bacon Watch Case Company, at Attleboro, Mass., and the Philadelphia Watch Case Company, in Philadelphia.

Accessible contact points for both sales and servce were established at strategic cities throughout the country and international distribution has taken place through agencies and offices in all parts of the world.

Large Capacity

To consolidate them and to bring them under closer control, the production activities of the various companies are now concentrated at Riverside, in the present modern plant which has a capacity of more than 4,000 watch cases per day and employs over 700 people.

A complete range of watch cases is produced from metals, including platinum, solid gold, gold-filled, rolled gold plate and base metals.

The present corporation name, The Keystone Watch Case Corporation, was assumed in 1927. Officers of the company are:

F. E. Hyatt, vice president.

H. L. Randall, vice president.

H. P. Landis, secretary and treasurer.

J. C. Stevenson, assistant secretary and treasurer.

Founded Zurbrugg Memorial Hospital

The founder of The Riverside Metal Company and the Keystone Watch Case Corporation, Theophilus Zurbrugg, made an outstanding contribution to the welfare of the people in this section by the foundation of the hospital which bears his name, The Zurbrugg Memorial Hospital, of Riverside.

His generosity and philanthrophy are reflected by this splendid institution which is enabled to carry on with funds bequeathed by him for that purpose.

Completely equipped, this modern hospital serves a much-needed purpose in Burlington County and stands as a fitting tribute to the public-spirited founder.

MANY EMPLOYED

The combined employment rolls of the Keystone Watch Case Corporation and The Riverside Metal Company are important factors in the economic well-being of many workers in this section.

The modern and safe plants provide hygienic and healthful working conditions for more than 1,200 persons.

HIT AND RUN

Dr. Wyman's little girl was run down by a cyclist one day this week on the sidewalk near her home. The pig on wheels never stopped to see if the girl was hurt, but sped on his way in utter indifference. (April 14, 1897).

PALMYRA AND RIVERTON VISITING NURSE SOCIETY

During 1938, the two nurses employed by this organization, Miss Caroline M. Cook and Miss Helen Blair, made a total of 4,576 visits in the course of their regular work. These figures give some idea of the extent of the activities of the Society, which was founded in 1912.

In that year, the idea of establishing a local nursing service occurred to Miss Martha Biddle and she at once set to work to make the idea a reality, also to collect money for a year's salary before a nurse was engaged.

On November 1, 1912, the first nurse, Miss Elizabeth W. Ancker, came on duty. From the beginning, the Visiting Nurse Society has been under the auspices of the Porch Club.

Original Committee

The original committee, five in number, was composed of the following: Miss Martha McI. Biddle, Miss Elizabeth Campbell, Miss Cornelia Coale, Mrs. Charles Evans and Dr. Frances Janney-Stoddart. As the work and interest grew, Palmyra women joined the board, among them being Mrs. A. C. Hirsch, who is still an active member.

The first annual report shows a total of 809 visits and also refers to the cooperation of the doctors, which has continued through the entire career of the organization.

First Car

In 1916, the first auto for the nurse, together with a sum for its upkeep was donated by a member of the community. In the winter of 1917, a second nurse was engaged temporarily and by 1918, Palmyra and Cinnaminson being included, two nurses were needed steadily.

The organization became affiliated with the Red Cross Town and Country Nursing Service in 1916.

In 1920, the home for the nurses at 600 Lincoln avenue, Palmyra, was purchased and a garage for two cars was added at a later date. These buildings stand in the name of the society, free of debt.

The establishment of a clinic for treatment of venereal diseases at Zurbrugg Memorial Hospital, Riverside, was one of the important projects of the association during recent years.

The present officers are:

Mrs. Victor Ritschard, chairman; Mrs. E. R. Zieber, vice chairman; Mrs. William A. McCamy, secretary; Mrs. Ralph L. Flower, treasurer; Miss Martha McI. Biddle, assistant treasurer.

The advisory committee is as follows: J. Carl DeLaCour, Ralph L. Flower, Joseph Beck Tyler, Oliver G. Willits and Alexander C. Wood, Jr.

BIG CONCERT

Many attended a talking machine concert that was held in Society Hall, Palmyra, on Saturday, April 20, 1895. The event was widely advertised in this section.

On April 16, 1918, Sergeant George M. Durgin wrote The New Era from Camp Meade, urging the local residents to subscribe to the Third Liberty Loan.

AUTO DEALER OPENS LOCALLY

Koppenhaver Motor Co. New Dodge-Plymouth Agents Show 1940 Cars

Announcement is made this week of the opening of the Koppenhaver Motor Company at 600 Broad street, Riverton. The new Dodge and Plymouth Agency occupies the building opposite Dreer's Nurseries at Broad and Fulton streets.

Floyd and Blair Koppenhaver, brothers, will devote their full time to the active management of the business. Floyd Koppenhaver is retired from many years of successful experience in the machinery business and Blair Koppenhaver has been connected with the Fisher Motor Company, Dodge and Plymouth dealer in Camden for the past six years and with six years experience in the autombile business prior to that.

The new agency will deal in new Dodge and Plymouth passenger cars and trucks and used cars. A complete authorized service will be maintained at their place of business with Frank I. Lloyd, known to many here as a competent Dodge and Plymouth mechanic, as the new service manager.

The Koppenhavers are extremely enthusiastic over the 1940 Dodge and Plymouth line and extend a cordial invitation to the townspeople to visit their showrooms.

For the convenience of its patrons, the Agency will be open in the evenings.

NEW MODELS

Pince-nez multi-focals as displayed a few years ago.

A roll-brim of the latest mode—in days gone by.

LONG TRIP

The New York Women's Motor Club passed through Riverton during February, 1909, enroute from New York to Philadelphia. There were 16 cars, each driven by its woman owner. A big crowd turned out to view the cavalcade.

HORDES OF TRAMPS

The large number of tramps who are already beginning to infest the streets in the outskirts of town, makes promenading in the evening unsafe for ladies without escorts (April 26, 1893).

A second fire company was being considered in Palmyra in May 1917.

● YOUR AUTHORIZED FORD DEALER for the past 18 years, invites you to visit our agency and inspect the 1940 FORD cars now on display. Never before have we offered so many worthwhile improvements on a new model as are incorporated in the 1940 line. A phone call to Riverton 1180 will bring a demonstrator to your door.

The FORTNUM AGENCY always has a choice list of reliable R & G Used Cars priced to suit most any budget requirement. Consult us before you buy your next used car.

Service after purchase should be a big consideration in the selection of a dealer from whom you buy. This agency maintains a fully-equipped, modern repair and service department. A trained staff of mechanics and attendants are always available to give prompt and efficient service, at prices consistent with good workmanship.

TO THE NEW ERA WE SAY "CONGRATULATIONS AND BEST WISHES"

LESTER S. FORTNUM

AUTHORIZED SALES AND SERVICE

119-125 West Broad Street Phone 1180 Palmyra, New Jersey

LOCAL BRIDGE OPENED IN 1929

Palmyra-Tacony Span Used by 1,980,819 Machines in Past Year

The opening of the Tacony-Palmyra Bridge on August 15, 1929, marked the realization of a life-long dream of Charles A. Wright, of Riverton, who, at that time, was president of the bridge company and also originator of the movement to build the $4,500,000 span that connects the two states at this point.

The bridge was constructed under authority of an act of Congress approved January 25, 1927, and the first contract was awarded on February 1, 1928. Actual work was started on March 27 of the same year. The engineers were Ralph Modjeski, Frank M. Masters and Clement E. Chase. Paul P. Cret was the consulting architect.

Dimensions

The bridge is 2,313 feet long between bulkhead lines, and to this is added 1,298 feet for the Tacony approach and 1,642 feet for the Palmyra approach. The roadway is 38 feet wide and the center of the main span is 64 feet above mean high water.

During the first year of operation a total of 1,251,838 vehicles crossed the span. In the past year, this number had increased to 1,980,819. The record for a 24-hour period was established on August 6 of this year, when 24,877 cars went through the toll booths.

Officers

The original officers were: Charles A. Wright, president; Edward W. G. Borer, treasurer; Grover C. Richman, secretary; Fletcher W. Stites and Grover C. Richman, counsel; Samuel S. Daniels, secrptary (died April 18, 1927). Board of directors: Charles A. Wright, Fred P. Hemphill, Grover C. Richman, Kenneth S. May, Henry J. Sherman, Edward W. G. Borer, Leo Niessen, Fletcher W. Stites, N. Perry Edmunds, B. Hubert Cooper and Walter C. Wright.

The present officers and directors are: Leo Niessen, president; Horace E. Sibson, vice president; Henry J. Sherman, treasurer; Grover C. Richman, secretary and counsel; Lester B. Johnson, counsel; Stanley W. Cousley, B. Hubert Cooper, Arthur A. Niessen and Leo Niessen, Jr.

Arthur A. Niessen is also general manager of the bridge company, he having succeeded Russell Cone in that position on February 1, 1933.

Safety Record

Despite the vast number of cars crossing the span during the years since it was opened, the bridge has a most enviable record for safety, only one accident of any importance having occurred on its surface. This happened within a few weeks after the opening.

Every effort is made to make the bridge a safe one to cross, and the record is concrete evidence of the success of this aim.

Maintenance is also an important phase of the work carried on by the company. Two gardeners are employed to care for the grass plots and flower beds that tastefully ornament both approaches.

Painting is a huge task, $15,000 being spent this year on this project, which required 1,500 gallons, although this amount covered none of the bridge above the roadway.

Local Men

At the present time, the bridge company has approximately 25 employees on its rolls, the majority of these residing in local communities. Men from this section are given preference when vacancies occur.

The company has always enjoyed a pleasant relationship with its employees, and the rate of pay at the present time is above that of the pre-depression era.

Tolls

Although the bridge was authorized to charge 40 cents for autos, this rate never went into effect, the original toll for pleasure machines being 35 cents. This was reduced to 30 cents in 1937, and a rate of 25 cents can be obtained by the purchase of commutation books of 20 trips for $5.00. These are being used in increasing numbers.

This cost is comparatively low, when the charge of the old ferry is considered, the average boat toll per machine amounting to 58½ cents.

Time of crossing, as compared with the ferry, has, naturally, been greatly lessened, the average driver travelling from end to end in two minutes as compared with 30 minutes required in the old days by boat.

Residents of this section appreciate the advantage afforded local communities of being close to the bridge, which really made modern transportation possible between this section of New Jersey and Pennsylvania.

HUMOR OF THE DAY

(From Old New Era Files)

"I understand," said the English tourist, "that you have some terrible wind storms in this country."

"Yes," replied the American, "we have about 30,000 brass bands."

—o—

After watching a turkey gobbler for some minutes, Tommy exclaimed "Look, mama, the old gobbler has had his fan up for half an hour and his face is just as red as ever."

—o—

The Old Lady (as a group of small boys dash past her)—"Ah, running races? Been reading about the Olympic games no doubt?"

A Voice, "Games be blowed! We put a bad penny in a blind man's tin and he's after us!"

—o—

"Papa, may I go in swimming?" asked the small boy.

"Why Willard," answered his parent, "only an hour ago you complained of a pain in your stomach.

"That's all right, papa, I can swim on my back."

LUTHERAN CHURCH

The First Lutheran Church, of Palmyra and Riverton, was founded during October, 1911, with 75 members. Rev. Harry L. Saul was the first pastor and meetings were held in Society Hall, Palmyra, until the church building on Garfield avenue, was constructed. Rev. S. D. Daugherty, D.D., of Philadelphia, conducted services before a regular pastor was named.

Ground for this edifice was broken on the last Sunday in April, 1924, and the cornerstone laid on June 8, of the same year. The completed house of worship was dedicated on Sunday, November 23, 1924. The structure, which has dimensions of 45 x 70 feet, was erected at a cost of over $45,000.

Following the resignation of Rev. Harold L. Creager in 1937, there was no regular pastor for a time and the church building ceased to be used.

The congregation was reorganized in 1938 as the Bethany Evangelical Lutheran Church and services were again held in Society Hall. The Rev. Oliver W. Powers assumed the pastorate in November, 1938.

During the spring of 1939, the former Palmyra National Bank building was purchased by the Board of American Missions of the United Lutheran Church for the congregation. This structure, after alterations, will be used as the house of worship.

Joseph Morgan was president of the Cinnaminson National Bank in 1909.

—o—

A petition form for Woman suffrage was printed in several 1909 issues of The New Era. The forms were intended to be sent to members of Congress asking a constitutional amendment.

—o—

The fire alarm system in West Palmyra was improved in 1909 at a cost of $75.

RIVERTON COUNTRY CLUB

With no surrounding trees and standing far from other buildings the club house at the local golf course presented an entirely different appearance shortly after the turn of the century than it does today—Compare this picture with one taken this year that appears in another section of the Anniversary Issue.

THE KIECKHEFER CONTAINER CO.

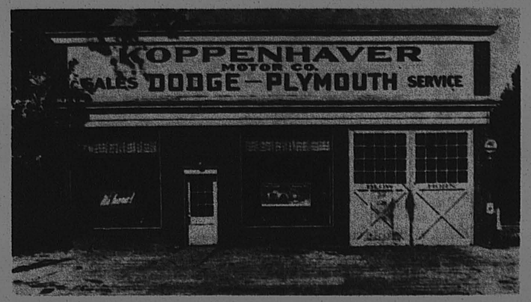
of

DELAIR, NEW JERSEY

sends congratulations to The New Era on its

Golden Anniversary

BLAIR KOPPENHAVER



FLOYD KOPPENHAVER

THE KOPPENHAVER MOTOR COMPANY, DODGE AND PLYMOUTH DEALER, A NEWCOMER IN THE LOCAL BUSINESS CIRCLE, HAS FOR ITS AIM A POLICY OF FAIR DEALING, GOOD VALUES AND ECONOMICAL AND EFFICIENT SERVICE. TWELVE YEARS OF EXPERIENCE IN THE AUTOMOBILE BUSINESS FITS US TO OFFER GOOD MERCHANDISE AND APPRAISE VALUES FOR THE PROTECTION OF OUR CUSTOMERS.

WE ARE PROUD TO REPRESENT DODGE AND PLYMOUTH IN THESE COMMUNITIES. IF YOU ARE ALREADY AN OWNER WE WOULD LIKE THE PRIVILEGE OF SERVING YOUR PRESENT AND FUTURE NEEDS. TO THOSE OF OUR TOWNSPEOPLE WHO ARE NOT THOROUGHLY ACQUAINTED WITH DODGE AND PLYMOUTH QUALITY . . . AND ESPECIALLY THE FULL MEASURE OF IT EMBODIED IN THE 1940 MODELS . . . WE EXTEND A MOST CORDIAL INVITATION TO VISIT OUR SHOWROOM. WE WILL BE GLAD TO POINT OUT THE MANY NEW FEATURES OF THE 1940 MODELS, LET YOU DRIVE THEM, AND, WHAT IS MORE, WILL NOT ANNOY YOU WITH REPEATED HIGH PRESSURE SALES TACTICS.

BEFORE YOU BUY YOUR NEXT CAR—LET'S JUST TAKE A LOOK AT DODGE AND PLYMOUTH—WE'LL TAKE OUR CHANCES ON YOUR DECISION.

To The New Era we offer our Congratulations and Best Wishes for success in the future

KOPPENHAVER
MOTOR CO.

DODGE and PLYMOUTH SALES and SERVICE

600 Broad Street, Riverton, N. J.

FLOYD KOPPENHAVER and BLAIR KOPPENHAVER, Proprietors FRANK I. LLOYD, Service Mgr.

Telephone Riverton 380

Carlson's Ice Cream Featured

Carlson's drug store occupies the quarters, 606 Main street, Riverton, where, for many years, an establishment of a similar nature, the Stiles drug store, was one of the old landmarks of Riverton. Prior to the change in ownership in 1935, the business was operated for a time by B. E. Blankenbush.

Before coming here, Mr. Carlson, who is assisted in the conduct of the store by Mrs. Carlson, was also in the drug business in Cranbury, Moorestown and Trenton.

Complete Line

At the Riverton store, a department is maintained where doctors' prescriptions are accurately compounded, in addition to a complete smokers' counter, toilet goods, greeting cards, cosmetics, etc.

There is also a light lunch and fountain service.

One of the features of the business is the famous Carlson ice cream which is made fresh in the store every day and has won hundreds of enthusiasts in this section.

New Store

During the past summer, Carlsons expanded, establishing a new store on Route 25, near Highland avenue, where ice cream is a specialty, together with fountain and light lunch service.

This spot has proved a popular rendezvous for local residents and a large number of traveling motorists.

THE LATEST

No. 24 is shown in all its glory. Guaranteed manual stoker and ash remover. Transparent front windows enabled occupants of the room to glance into its cheery interior.

The longest movie ever made, "The Universe," was shown in Morgan Hall, Palmyra, on May 6, 1907.

HILTON SMITH ROAD SPECIALIST

For the past twenty-one years, Hilton M. Smith, 406 Linden avenue, Riverton, has been engaged in road construction work, maintenance and similar lines, having completed hundreds of jobs of this nature both locally and throughout the entire state.

Mr. Smith is a specialist in the following lines: road oils and tars, private estate roads, road maintenance and street repairs. In addition he has a personalized service in the metered delivery of fuel oils.

Pioneer

Mr. Smith originally promoted the idea of oiling Riverton streets and his plan was adopted a number of years ago. One of his local contracts was the construction of the Thomas avenue sewer.

Always active in civic affairs, Mr. Smith has been a member of the Riverton Board of Education for a number of years and has been president for two terms. He is also a veteran member of the Republican County Committee.

Hullings Are Roofing Experts

The plumbing and heating business of H. D. Hullings & Son has been conducted for the past 11 years, the establishment being taken over from Henry C. Worrell, one of the first plumbers in this section, by Mr. Hullings.

The business was formerly located in the Collins building, but was moved a few years ago to 202 Broad street, Riverton.

Robert Hullings and John Hullings are associated with their father in the conduct of the business, all three having many years of experience in this field.

Long Record

Experts in their field, the Hullings establishment stands on its long record of hundreds of satisfactory roofing contracts, efficient heating installations and modern plumbing installations.

The firm features Delcol, Electrol and U. S. oil burners in addition to their plumbing, heating and roofing service.

OGDEN MAYOR

Edward H. Ogden was elected mayor of Riverton in 1895, receiving a total of 146 votes. He was unopposed, although wags wrote in the names of two or three other individuals.

TRANSPORTATION

In 1899, Watson's stage would meet any train, day or night, "if you leave word with the driver or on the slate at the drug store."

The office of the Adams Express Company opened during February, 1899, in the Price building, Riverton.

SINCE 1925

EBERLY'S DRUG STORE

PALMYRA, N. J.

The Prescription Store

REXALL AGENCY
JOHN MIDDLETON AGENCY
YARDLEY AGENCY

●

WHITMAN'S CHOCOLATES
SUPPLEE ICE CREAM
LUNCHEONETTE
DRUGS—SODA

FLOWERS

for every occasion . . .

- WEDDINGS
- ANNIVERSARIES
- FOR THE SICK
- GRADUATIONS
- BIRTHDAYS
- FUNERALS

Beautiful Cut Flowers Grown Right in Our Own Greenhouses

To the readers of The New Era we extend a most cordial invitation to visit our new display Greenhouse and see for yourself the wide variety of beautiful flowers and pot plants we have to offer.

To The New Era we extend sincere congratulations

MOORESTOWN GARDENS, Inc.

Chester and East Oak Avenues, Moorestown

ADOLPH J. STROHLEIN, Pres. EDMUND F. BLACK, Vice Pres.

There's Nothing so COZY as a HOME of YOUR OWN!

. . . and there could be no better time than right now to buy one. Why not look over our extensive list of properties right now? . . . we'll be glad to show them to you without obligation. We have properties in all price ranges . . . and desirable building lots, too.

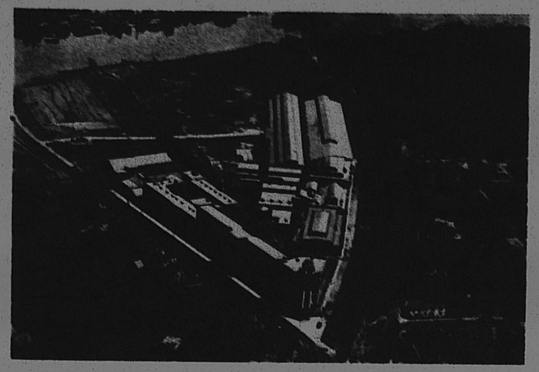
RICHARD M. WOODWARD

. . . Realtor . . .

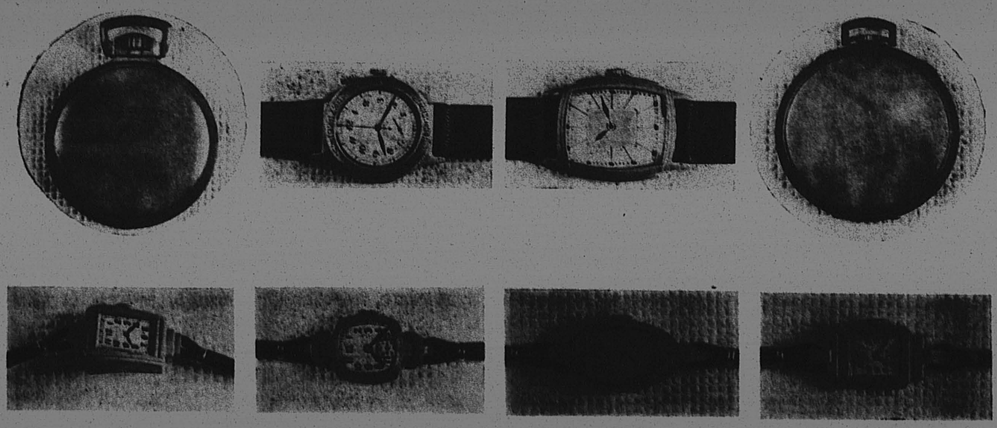
MORTGAGES :: GENERAL INSURANCE

303 Midway ● RIVERTON ● Phone 1054

CONGRATULATIONS TO THE NEW ERA



CASING WORLD FAMOUS TIMEPIECES *since* 1853



BY reason of *consummate craftsmanship* THE KEYSTONE WATCH CASE CORPORATION has been privileged to case the products of the most famous names known to watch history. Among these are the renowned American names of Hamilton, Waltham, and Elgin, and the quality-famous foreign names of Longines-Wittnauer, Gruen, Omega, Zenith, etc.

Illustrated here are a few of our very latest models for both domestic and foreign movements. The top row are men's pocket and strap watches. The second from the left [with two stems] is a special aviator's watch, designed and invented by Colonel Charles A. Lindbergh, and known as the "hour angle watch."

The second row illustrates the very latest in dainty feminine strap watches, with faces measuring from half to three-quarters of an inch. The watch in this group on the extreme left, known as the "Nu-View," has a sloped dial, keeping the time always in view without the usual awkward wrist twisting.

To be sure of the ultimate in style and lasting quality, look for and ask for the precision-built "KEYSTONE" case on the next watch you purchase.

The Keystone Watch Case Corporation extends its congratulations to The New Era on its 50th year of public service. May it continue to be an influence for community betterment in the years to come.

THE KEYSTONE WATCH CASE CORPORATION

RIVERSIDE, NEW JERSEY

1889 **THE NEW ERA** 1939

RIVERTON :: CINNAMINSON :: PALMYRA

PAGE 1 FIFTIETH ANNIVERSARY ISSUE SECTION 7

DAWLEY OLDS PASSES QUOTA

Local Oldsmobile Dealer Sells Over 100 New Cars in Less Than Year

"Jack" Dawley, Inc., Oldsmobile dealer at 10 Broad street, Riverton, with two months to go before his company completes its first year of business here, has exceeded his quota of new cars by over 100 per cent.

When the Oldsmobile franchise was granted him last January the home office set his first year's quota at 50 new cars. At the time of going to press in this edition, over 100 new Oldsmobiles have been sold to local and nearby people.

Here Before

While Mr. Dawley has yet to complete his first year as an Oldsmobile dealer, he operated a Chevrolet agency at his present address known at that time as the Pal-River Chevrolet. His operations here as a Chevrolet dealer were from 1932 to 1934. He has provided interesting and entertaining programs during Youth Week, and on one occasion sponsored a "soap box derby" taking the winning boys to New York City.

Mr. Dawley stated that in selecting Oldsmobile as his choice for an agency in Riverton, his wide experience with many makes of cars has convinced him the Oldsmobile offers more car for the money than any other in its class.

Small Start

Starting with an organization of four people last January, the company in the short space of 10 months has expanded to the point where nine employees are required to keep up the high standard of efficiency.

The sales force is composed of Mr. Dawley, as president of the company, assisted by William E. Price and "Ed" O'Neill as salesmen. The office is in charge of Miss Elizabeth Curriden, for many years experienced in automobile clerical detail. She is assisted by Miss Dorothy Binder.

Trained Shop Men

The repair and service shop is under the capable management of Walter Spicer, who has two assistants namely "Ted" Bedell and "Gus" Coriola.

Shop equipment is of the very latest. The lubrication department is equipped with modern high pressure grease guns, lift and all fittings and accessories needed for thorough lubrication work.

Other equipment consists of Weaver light testing machine, Sun motor analyzer of the very latest type, and other incidental equipment necessary for efficient repair and service work.

Auto Laundry

Car washing is performed by an overhead pressure spray system developed by Mr. Dawley and executed with neatness and dispatch by Dewey Adams expert in car washing and polishing.

This week a ventillating system was built into the shop that draws off all of the highly dangerous carbon monoxide fumes before they leave the exhaust pipes of running motors. This is a decided safety factor in the shop for workers and customers alike.

The Dawley organization is a wide awake progressive Oldsmobile agency and is a credit to the business life of these communities.

At the end of 1934 Mr. Dawley sold out Pal-River Chevrolet and took over a larger Chevrolet agency in Oaklyn, N. J. This agency progressed under his management and, at the end of 1938, he sold out his interest to his partner and returned to Riverton as sole owner of his present Oldsmobile agency.

27 Years Experience

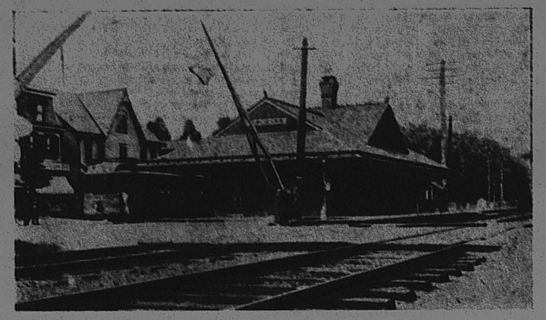
Mr. Dawley's experience in the automobile business dates back 27 years when the automobile was a competitor of the horse. His first job was mechanic in a garage in Bridgeton, N. J. Realizing the future of automobiles Mr. Dawley went to Detroit and completed a two year factory training course at the Dodge Brothers plant.

Returning from Detroit Mr. Dawley sold Dodge autos in Bridgeton, N. J., for a number of years. He later went to Woodbury and sold Ford cars for a few years and then changed to Chevrolet up until the opening of Pal-River Chevrolet here in 1936.

Local Booster

Starting with his first auto agency here in 1932 Mr. Dawley has always maintained an active interest in local affairs. He has outfitted and sponsored a team in the Memorial Park softball league for the past several years.

LITTLE CHANGE



With the exception of the fact that no trolleys can be seen today, there has been little change in the Palmyra Station of the Pennsylvania Railroad since this picture was taken in 1908.

STILL HERE

Riverton's railroad station, as it appeared in 1909, has changed little with the passage of the years, although no horse-drawn express wagon now awaits the arrival of trains. The old 2-4-0 type of engine shown in the illustration has also disappeared from service.

SAGE SAYINGS

(Version 1900-1910)

He who pursues two rabbits will succeed in catching neither.

—o—

Some men who turn over a new leaf find it just the same on the other side.

—o—

"It must be nice to be a hero," said one man. "It is for a minute," said another, "after that the hero wonders at the world's bad memory."

—o—

The use of your leisure often determines the usefulness of your life.

—o—

The foolish man can ask twice as many questions as the wise one can answer.

—o—

A man who is good at making explanations and apologies is seldom good at anything else.

—o—

More homes than we know of are broken up by folks trying to live better than their means will permit.

PALMYRA

(From Files of the 90's)

Truckers still complain of the very low price of sweet potatoes, only 30 to 35 cents per basket.

—o—

Mr. J. Franklin Cline spent Sunday in Philadelphia.

—o—

Miss Ella Likens is visiting Mrs. W. H. Spayd.

—o—

The new organ at the Central Baptist Church is giving excellent satisfaction.

—o—

Flora, daughter of Captain Stuart, is very sick with typhoid fever.

—o—

Miss Lizzie Webb, of our town, who is studying for a trained nurse, is making rapid progress.

—o—

Commencing February 1, the telephone toll rate to Philadelphia will be 25 cents for each five minutes.

—o—

Miss Victoria Lawson's pet fox took a short walk last Sunday, but returned home safe and sound after causing considerable worry.

—o—

A horseless carriage appeared in Riverton over Sunday. It was owned by a brother of Jacob Eisele from New York (1899).

—o—

On Friday, January 6, 1899, the Reidenbaker brothers caught 400 fish in the creek at Fork Landing with a net 66 feet long.

When a girl falls in love with a loafer we usually find him the idle of her heart.

The man who knows how to do another man's work better than he does his own is not safe for any kind of work.

Influenza closed local schools during October, 1918.

COMMUNITY CHEST

This organization conducts an annual drive to provide funds for the activities of four worthy organizations, the Cinnaminson Home, the Riverton-Cinnaminson Welfare Association, the Visiting Nurse Society of Palmyra and Riverton and the Burlington County Hospital. Several thousand dollars are contributed each year by residents of this section. Archibald Bush was general chairman in 1938 and 1939.

In 1939, the drive in Cinnaminson was headed by Mrs. Raymond Eastwood, Mrs. R. R. Betancourt and Mrs. Howard Taylor and a group of volunteer workers while in Riverton, the district leaders were: Miss Edith Coale, W. H. Bottger, Walter Barclay, Mrs. Robert Ayres, Walter Rogers and Mrs. H. M. Kieckhefer.

James S. Coale is the permanent president of the organization.

A BAD DAY

(July 12, 1907)

Tuesday was a hoodoo for the trolleys. One car ran off the track at Delair and remained in the seclusion of the woods for the rest of the day.

Another tried to dive off the trestle at West Palmyra and came near enough to give all the passengers palpitation of the heart.

Finally, another came to grief when the temporary bridge over Cooper's creek gave way and dumped car and passengers into the water.

No one was injured in any of the mishaps.

The ten-mile National A. A. U. championship swim race was held at the Riverton Yacht Club for several years.

The Riverton Savings Bank was dissolved on June 7, 1907, after being in operation for a period of four years.

—o—

George N. Wimer offered a choice Palmyra building lot for sale in 1907 at a price of $250. The dimensions were 50 x 150.

LOCAL LAUNDRY WELL EQUIPPED

Riverton Organization Gives High Quality Service at All Times

The Riverton Laundry was established in 1923 and purchased by its present owner, Noah Kuensell, in 1926. The business has enjoyed a rapid growth since its establishment, largely due to the fact that it has kept abreast of the times in the addition of new equipment, together with a highly trained personnel has enabled this organization to set a very high standard in respect to the quality of the work turned out.

One of the more important recent installations has been the addition of an International Fuel Saver water tube heating boiler, with automatic stoker. In connection with this most modern heating unit, a 70-foot stack has been erected, this having a diameter of 36 inches.

And what connection has this with improved service, you may ask. It is this, according to Mr. Kuensell: with the new equipment it is possible to maintain an even steam pressure at all times, under a maximum load. This, in turn, enables all ironing machinery to function in the most effective manner and assures a perfect finish on all types of garments.

New Equipment

While we are on the subject of ironers, Mr. Kuensell has purchased the most up-to-date machines of this type. These cost $2,800 per unit and operate at a 125 pound steam pressure. A novel system of finger-tip control enables the operators to open or close the machines with a minimum of effort.

To see the skilled employees of the local laundry take a shirt thru the cuff and binder, front and back ironer, sew on a button if necessary, fold neatly and have ready for the wearer in faultless condition—all in a very short space of time—is a spectacle to open the eyes of a casual observer.

In addition to the machines for shirts, there is also ironing equipment for various other kinds of clothes including apparatus for wash suits, socks, stockings and even one for chef's caps.

The seven different services offered provide the utmost in customer convenience.

Wonderful System

Perhaps you have often wondered when you sent your clothes to the Riverton Laundry, just how they were handled and how you managed to get the right ones back again. Here's how it is done.

After the clothes are weighed, one numbered key of the seven similarly numbered which are used in the key-tag system, is hooked to the laundry bag. Another is attached to each of the component groups into which your clothes are distributed, namely: white, silk, wool, socks, dresses and the last is left with the tag bearing your name. All clothes go through the wash with only a number.

Different Machines

The various lots go through different washing machines, since the time of washing, kind of soap and various other details are all different for the various kinds of clothes. Each lot of clothes occupies an individual compartment of the washer.

Meanwhile, the key with your tag on it has been transferred to the point where the clothes are assembled after being run through the drying equipment. Before it can be moved to other operations, all tags must be accounted for. The absence of one key means that all your clothes have not been finished and automatically prevents any shortage.

Have to Fit

Incidentally, all seven keys fit on a bar and are hung from hooks by this bar. To prevent keys being

(continued on page 8)

SERVICE STATION IN 3rd GENERATION

Woolston's Equipped for All Needs of Motorists: Trained Operators

The business that is now the Riverton Esso Station was originally started in 1910 in the building that now stands at the corner of Harrison and South Broad streets, Riverton, there having been three generations of Woolstons' connected with the enterprise.

Charles Woolston, the present manager, succeeded his father, the late Clinton B. Woolston.

In 1924, the business was moved to the garage located at Main and Howard streets, while in 1938, the new station, directly at the intersection of the two streets mentioned in the foregoing was constructed.

William Hay is associated with Mr. Woolston, being in charge of all repair work.

Modern Equipment

The Woolston Station boasts of the most modern equipment in every respect, no expenditure having been spared to make it one of the most up to date in South Jersey.

Included among the facilities available is the lubrication department, where over $1000 worth of equipment enables the car owner to be assured of a grease job that is positively guaranteed for 1,000 miles.

There is also a special battery charging unit whereby a battery can be completely recharged in one hour, this being the first outfit of its type in this section.

Other Facilities

Other service features of the Riverton Esso Station include: general repairing, anti-freeze service, tire and tube service, Weaver brake and testing service, genuine Chevrolet repair service, Carter carburetor service and verified lubrication.

Of course, the celebrated Standard Oil Company products, Essolene, Esso, Essolube and the complete line of Atlas accessories are available to the many motorists who make this their headquarters.

LAMON AGENCY HERE 10 YEARS

The business of Walter D. Lamon, realtor and insurance specialist, was established in 1929, at which time the office of the business was located on Garfield avenue. The new offices of the Lamon agency are now established in the building at 516 Cinnaminson avenue, Palmyra, which was extensively remodel for that purpose.

Mr. Lamon, who is a former Mayor of Palmyra and also a former member and director of the Burlington County Board of Freeholders, is assisted by his son, Walter D. Lamon, Jr., in the conduct of the business.

The Lamon Agency represents reliable old line insurance companies and, in addition, maintains a large file of residential and business properties for sale or rent.

CHEW'S BAKERY FOUNDED 1920

Chew's Bakery, the house where quality reigns supreme, is located at 526 Main street, Riverton. The business was originally established at 513 Main street in December, 1920, by Earnest Chew, formerly employed for a number of years by E. M. Dexter & Co., of Philadelphia.

A few years ago the business moved to its present location, the facilities there being completely modernized and providing additional space.

Chews specializes in a complete line of bakery products, including fancy cakes and ice cream, the latter being made in the old fashioned way using pure cream, the result being a really delicious product.

In 1909, Palmyra defeated a proposal to spend $53,000 for school improvements by a vote of 274 to 24. George L. Baker was the only person to speak in favor of the proposition.

All Flowers At Floracraft

400,000 Square Feet Under Glass; Two Acres Under Cultivation

Adolph J. Strohlein and Edmund F. Black, both well known in this section recently took over the management of the Floracraft Gardens, East Oak avenue, Moorestown.

Mr. Black, nephew of the late J. D. Eisele and formerly connected with the Henry A. Dreer sales force for many years, is an expert in garden design and display, having specialized in this work for a considerable period. He spent two years in Europe studying the methods of many large nurseries and greenhouse establishments.

Fine Background

Mr. Strohlein, son of the late George A. Strohlein, was also formerly connected with Dreers, where he was sales manager for five years and also held the post of traffic manager.

The new management of the Floracraft Gardens has made extensive improvements to the property and the seven large greenhouses are well-stocked with a wide assortment of foliage plants, palms, hydrangeas, poinsettias, azaleas and Easter lilies.

Retail Establishment

A complete retail store is in operation and every need for the home and garden is available.

A large assortment of plants for cut flowers is grown in two of the houses and the new firm is now able to take care of flower arrangements of all kinds. They are also eastern distributors for California Roses, Inc., producers of high quality roses for your garden.

The plant contains 400,000 square feet under glass and two acres under irrigation.

Floracraft Gardens is also prepared to take care of decorations for receptions and weddings.

Riverton had its first Flower Show in 1909.

FORTNUM STARTED HERE IN 1921

Lester S. Fortnum, local Ford dealer, began here in 1921, at the present address of 119-125 West Broad street, Palmyra. The Fortnum agency has enjoyed the hearty support of its townspeople over this long period of years and who in turn have received good value in Ford products backed by Fortnum service.

The local agency has sold hundreds upon hundreds of Ford cars and trucks since its beginning 18 years ago.

The Fortnum agency has always had great stress upon an efficient service department and today its modern shop equipment and well trained personnel reflect this policy. Practically every operation needed to keep cars of all makes running in perfect condition can be handled right here in Palmyra.

Used Car Policy

The Fortnum agency too has established itself as a reliable dealer in used cars. Following the Ford national policy, its R & G (Renewed and Guaranteed) used cars can be depended upon to give full value for the price paid.

Over the years, the Fortnum agency has taken its place among progressive local merchants and has always been solidly behind every worthwhile community enterprise.

William J. Kraus, local manager of the Fortnum agency has done a good job for Ford and Fortnum, and the people he serves.

CODDINGTON'S FOUNDED IN 1878

Frank P. Coddington, whose business is located at 519 Howard street, Riverton, is carrying on the oldest retail establishment in Riverton, the enterprise having been started by Silas J. Coddington in 1878, over 61 years ago.

The first retail paint store was opened in connection with the painting contracting business in 1892, at the Price building. The stock was enlarged in 1895. After extensive alterations, the firm changed to its present location on Howard street, where the present proprietor carries a complete line of items for the home-maker, including paints, hardware, sporting goods, electrical supplies, etc.

Mrs. S. J. Coddington, widow of the founder of the business will be 82 years old today. She is the only living person who attended the laying of the cornerstone of the first Calvary Presbyterian Church. The Coddington homestead, which was built on Thomas avenue in 1890, was the first house between the river bank and Burlington Pike.

MILLSIDE FARMS OPENED IN 1919

Phenomenal Growth Experience Through Rigid Policy of High Quality

Twenty years ago, S. R. Lashcky started, in a small way, the huge enterprise that is today Millside Farms, located on Route 25, between Cinnaminson and Bridgeboro.

At the time of its organization, only the immediate neighborhood was served, one truck being required to make deliveries.

Today, through its rigid policy of producing high quality milk under the strictest of sanitary conditions, Millside Farms has built an increased patronage that requires a fleet of 40 trucks to daily serve its customers and the blue and buff machines are a familiar sight on South Jersey thoroughfares.

Scores of Communities

The users of Millside Farms products number many thousands, being located in scores of communities in this part of the state.

Millside milk is a quality product, rich in butter fat, low in bacteria count and is handled by modern equipment under the most sanitary conditions.

The rapid expansion of this business is ample testimony of public appreciation for the manner in which Millside furnishes "Nature's best food"—milk, together with cream and other dairy products.

Headquarters for . . .

- Patent Medicines
- Soda Fountain
- Supplee Ice Cream
- Gifts - Stationery
- Greeting Cards
- Toilet Articles
- Candies
- Smokers Articles
- Cameras - Films - Developing
- Sodas - Sundaes - Light Lunch
- Bottled Soft Drinks
- Jewelry

CONGRATULATIONS TO THE NEW ERA

L. L. KEATING

Broad and Main Streets Riverton, N. J.

Telephone Riverton 1540

ANNOUNCEMENT

We are pleased to announce the addition of new lines of Pittsburgh Paint Products in the popular price class in Ready Mixed Paints, Quick Drying Enamel and Wall Paints.

We would appreciate your stopping in our store to talk over your painting problems and see our color cards of the new products—and we are sure you will be pleased with the lower prices.

For our old friends we are continuing to handle Pittsburgh Sun-Proof House Paint, Wallhide, Florhide Enamel and the One Coat Waterspar Enamel lines—

Thanking you for past patronage and trusting our new reduced price policy will meet with your approval, I am

Sincerely,
FRANK P. CODDINGTON

As one of the oldest advertisers of The New Era we are happy to say congratulations

FRANK P. CODDINGTON

PAINTS and HOUSEHOLD SUPPLIES

519 HOWARD STREET RIVERTON, N. J.

Phone 725-J

Way Back When!

Way back when the Riverton police used to light the oil lamps in the streets, when people hurried to the wharf to catch the next boat to Philadelphia, when bustles were as common as bicycles, and automobiles were a plaything for the rich . . .EVEN THEN the men folks gathered in WOLFSCHMIDT'S BARBER SHOP.

TODAY WOLFSCHMIDT'S BARBER SHOP still serves the majority of Rivertonians in a thoroughly modern and sanitary shop.

CONGRATULATIONS TO THE NEW ERA ON ITS 50th BIRTHDAY

WOLFSCHMIDT'S BARBER SHOP

521 Howard Street, Riverton, N. J.

EMERSON WOLFSCHMIDT EDWARD MOORHOUSE

MANY YEARS OF DEPENDABLE SERVICE IN BOTH REAL ESTATE AND INSURANCE TRANSACTIONS.

May we serve you ?

E. B. RUDDEROW

520 MAIN STREET RIVERTON, N. J.

Phone 646

CONGRATULATIONS TO THE NEW ERA

.....“say, would you look at these **McCROSSON BARGAINS!**

.....“let’s throw away the rent book and SAVE with a home we can call our own!

And we say to you that the properties shown below are but a few of the many fine homes we have listed for sale in Riverton, Palmyra, and Cinnaminson. We suggest that there could be no better time than right now to consider buying a home. Price increases in many of our essential commodities, already in evidence, foreshadow increased values in Real Estate. So why not decide that you WILL take advantage of the low ebb in the market and investigate the comprehensive listing available in this office? A broad background of successful experience especially fits us to offer good, sound advice, appraise property at its true value, and render intelligent and helpful service in the matter of purchasing, financing and insurance right through the whole transaction. We will welcome your inquiry.

602 ELM TERRACE, RIVERTON, N. J.

$7750.00

Modern, single dwelling, conveniently situated—lot 100 x 174 feet—new asbestos roof, center hall with large living room and adjoining sun porch, dining room, kitchen and pantry on first floor—laundry in basement—three large bedrooms on second floor together with bath and additional auxiliary toilet room for guests—two delightful finished rooms on third floor—entire property heated with Oil Burner hot water system—double garage and beautiful grounds—offers an unusual opportunity for a discerning purchaser.

414 LINDEN AVENUE, RIVERTON, N. J.

$6000.00

Single, frame dwelling with slate roof, 2-car garage, Oil Burner hot water heat—reception hall, large living room, dining room, kitchen and laundry on first floor—four bedrooms and bath on second floor with a finished room on third floor together with storage space. Lot 62 x 195 feet—property in splendid condition—beautiful grounds and shrubbery.

207 ELM AVENUE, RIVERTON, N. J.

$4200.00

Single frame dwelling—exterior recently painted—large living room with fireplace, dining room, kitchen—first floor, with laundry trays in basement. Three bedrooms and bath on second floor—Lot 45 x 150 feet—Holland hot air heating system, comparatively new. Single car garage. Enclosed sun porch.

319 GARFIELD AVENUE, PALMYRA, N. J.

$3950.00

Large single frame dwelling with slate roof, in course of reconditioning and modernization, both as to interior and exterior—Lot 50 x 150 feet, four large rooms on first floor—four rooms and bath on second floor—three finished rooms on third floor—Holland hot air heating system.

All of the above properties can be financed on attractive terms and represent some of the many desirable dwellings which we will be glad to show on appointment. Prices range from $2,000.00 up, and in addition, we have a number of apartment listings.

We are happy on this occasion to congratulate The New Era on its 50th Anniversary of publication. Newspapers are vigorous promoters of community improvement; may they long continue to make our towns better ones in which to live.

W. REX McCROSSON, Inc.

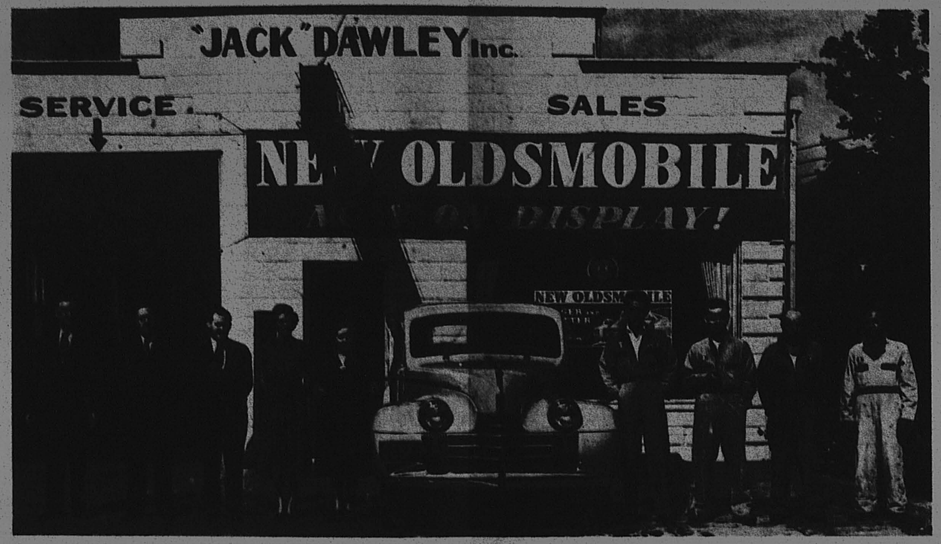
REAL ESTATE

MORTGAGES :: GENERAL INSURANCE

5 E. Broad Street Phone, Riverton 500 Palmyra, N. J.

OLDSMOBILE

A PROGRESSIVE AGENCY IN A PROGRESSIVE COMMUNITY



DAWLEY OLDSMOBILE PERSONNEL

Pictured here is the entire personnel of "Jack" Dawley, Inc. They are (reading from left to right): John W. Dawley, President of the Company; William E. Price, salesman; Edward O'Neill, salesman; Miss Dorothy Binder, clerk; Miss Elizabeth Curriden, chief clerk; Walter Spicer, service manager; Theodore Bedell, mechanic; Augustus Cariola, mechanic, and Dewey Adams, washing and polishing.

ALTHOUGH we have been established in these communities a little less than one year, the public acceptance of OLDSMOBILE has greatly exceeded our expectations, and we are truly grateful for this fine expression of public confidence.

In the first ten months of business here, over 100 new OLDSMOBILES have been purchased through this agency. In this same period of time over 250 Dawley Safety-Tested Used Cars have been sold here.

We are eager to serve at all times, and cordially invite you to visit our agency and see for yourself how we are equipped to render "top-notch" service on new and used automobiles.

We take this opportunity to congratulate The New Era on its 50th ANNIVERSARY—for the part it has played in Community development, and in helping to advance our business through its valuable news and advertising columns.

'JACK' DAWLEY, INC.

OLDSMOBILE SALES AND SERVICE

10 Broad Street **Riverton, N. J.**

Telephone Riverton 1212 or Merchantville 580

FRONT OF DAWLEY AGENCY

Pictured here is the front view of "Jack" Dawley, Inc., Oldsmobile Agency, at 10 Broad Street, Riverton. To the left in the picture are the "Safety Tested" used cars, every one of which receives rigid inspection and is put in fine condition for resale.

SERVICE MANAGER AT WORK

Walter Spicer, service manager, giving a customer's car a check-up with the latest model Sun Scientific Motor Analyzer purchased last month. All Dawley mechanics have the latest in garage equipment and each has had special training and long experience in repair work.

NEW SHOP VENTILATING SYSTEM

Carbon monoxide gas is entirely eliminated in our shop through flexible tubes attached to the exhaust pipe of running motors. These are connected to a larger overhead pipe which draws the dangerous exhaust gas up and through the roof by means of an electric exhaust fan. This makes for the safety and comfort of workmen and patrons alike.

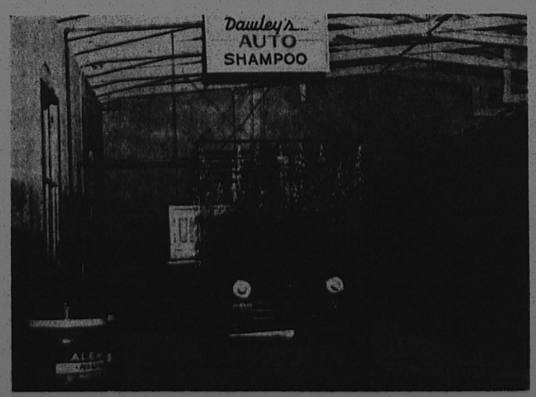
CORNER OF DAWLEY SHOWROOM

Pictured here is a corner of the Dawley Showroom where customer and dealer may get together in comfort to inspect the new model Oldsmobiles and discuss their many fine points. Directly behind the showroom are the glass-enclosed offices.

HIGH PRESSURE LUBRICATION DEPARTMENT

The very latest in high-pressure Alemite equipment was installed when this agency opened last January. Every fitting and special tool needed for properly greasing all makes of cars is available in this modern department. Alemite lubricants are used exclusively.

EXCLUSIVE DAWLEY "AUTO SHAMPOO"



Pictured here is an original device designed by Mr. Dawley for the quick and efficient washing of cars. A series of jets in an overhead pipe system spray water under pressure over every inch of the car. Every grain of dirt, from top to bottom, is quickly and effectively removed for the polishing operation to follow.

Lakeview Memorial Park

k Takes Leadership in Idea That Is Approved by Millions

"The Cemetery Beautiful"

Lakeview Memorial Park on the rlington Pike, Route 25, one-half le north of the Riverton-Moores- road, now under development, started about eight years ago a group of outstanding men in nden, Gloucester and Burlington nties.

The plan of development and ntification as originally outlined y a well-known landscape architect as been rigidly followed. There are pproximately one hundred acres in e Park of which about forty acres ave been developed.

This modern burial estate is the nal evolution of the old-fashioned emetery.

Tremendous Changes

In this age of progress, people have been educated to an appreci- ation of beauty and the finer things f life. The past twenty-five years ave brought some tremendous hanges in our manner of living and a service to the public.

This evolution has reached the emetery. With the change of recent ears has come the modern burial tate, which is an actual park, made ossible by the highest engineering ndscape skill. It is a place where e thought of mortality becomes ery real and beautiful, where nat- ralistic beauty abounds and where e use of flowering shrubs, trees, vergreens, placid lakes, musical ower and other architectural effects nhance this natural beauty.

Landscape Unmarred

Its landscape is unmarred by mon- umental stones of all sizes and shapes, each grave being only mark- ed by a simple bronze tablet sunk to the level of the sward, with the name, birth and death dates, and a lodge emblem if desired, of the de- ceased recorded thereon.

There is no display or suggestion of wealth or poverty. Lakeview Memorial Park is the answer to a demand for beauty, dignity and charm in the final resting place of the deceased loved ones. During recent years the acceptance of the modern burial estate has been so complete that not a single new mon- ument cemetery has or is being con- structed.

The idea of establishing a family plot in advance of need is a modern thought which appeals to reason. It is a rational provision on the same high plane as life insurance.

The need of a burial plot comes in time to every family and the selec- tion of the family plot is of great importance. It should be made with deliberation and you should assure yourself that your selection is the best that can be made and in ad- vance of need in order to be pre- pared against such unnecessary financial strain in time of bereave- ment.

Sunday Concerts

Lakeview Memorial Park is being built on what is known as the old Jessup farm and the original home- stead is still standing and being used. daily as the administration building. It was built in the year 1820 and is very well preserved.

From the tower on the hill, musical concerts are given every Sunday between 3 and 4 p.m., to which the public is cordially in- vited. When you are out for a ride in the neighborhood, drive through the Park and you will realize for yourself its beauty and agree with the management that surely this is "The Cemetery Beautiful."

1909 TAXES

The Riverton 1909 tax rate was $2.02. The assessment for a three- year period was as follows:

	1907	1908	1909
County	.67	.69	.67
State School	.67	.22	.27
Borough	.68	.49	.62
Borough School	.40	.19	.46
Total	$1.95	$1.59	$2.02

Collins Here For Thirty Years

The J. S. Collins and Son busi- ness had its begining here in Janu- ary, 1909, when it purchased the old reliable property known as the Thomas Brothers Coal Yard located on the site of the present Collins building, Main and South Broad streets, Riverton.

Under the new management, the enterprise grew with considerable rapidity so that additions were nec- essary from time to time, these be- ing made in 1910 and 1911. The pres- ent small frame building on Har- rison, near Main, was the original office.

Edward Yerkes, the present man- ager here, became associated with the business in 1910, and was ad- vanced to his present position in 1926.

Disastrous Fire

In 1915, the buildings were almost destroyed by a disastrous fire, but the owners of the business went to work with a will, the result being the present fine structure which domin- ates the central business section of Riverton.

At this time the hardware line was added, ample quarters for display being provided in the spacious store.

The three coal storage silos, an- other important addition, were erect- ed in 1929.

Lines Carried

The J. S. Collins & Son Company cordially invites the patronage of local residents in any of the follow- ing lines: 'blue coal', coke, lumber, millwork, feed, builders' and masons' materials, paints and hardware.

A complete stock is carried in all departments and dependable de- livery, courteous service and con- sistent quality are featured.

The question of moving the Thomas avenue freight station to East Riverton was deliberated by Riverton Borough Council in De- cember, 1924.

BUICK COMPANY FOUNDED 1912

The Moorestown Motor Company, Buick dealers at 219 West Main street, Moorestown, is one of the oldest in this section of Burlington county.

The company was organized in 1912 and in 1915 took on the Buick agency. The company has repre- sented Buick ever since that date having sold thousands of Buick cars over the 24-year period.

The Moorestown Motor Company enjoys a good reputation both in their home town and in the com- munities served by The New Era, most of the local Buick cars having been purchased there.

The Moorestown Motor Company has a large showroom and a large well equipped and well managed ser- vice department.

Elsewhere in this Anniversary is- sue the Moorestown Motor Com- pany announces the 1940 line of Buick cars in the advertising columns.

Burke & Eisley Modern Station

During the latter part of 1936, Paul Burke and Jack Eisley took over the operation of the Texas Service Sta- tion at the corner of Broad street and Linden avenue, Riverton, that had been under the management of the late William Albertson since 1923.

Extensive alterations to the exist- ing station have just been completed which have resulted in the complete modernization of this business. The expansion has been of such a na- ture that little of the original build- ing remains and the enlarged fa- cilities make the station one of the most up to date in Southern New Jersey.

Features

The Burke & Eisley Station fea- tures Texas Marfak lubrication, with grease that resists water and other unfavorable weather conditions better than the average grease.

They also carry Havoline and Texas motor oils, the new type that are insulated to resist the increased heat of the new precision-built en- gines.

Other feature are Auto-Lite plugs and batteries that are built by mas- ter engineers to give maximum per- formance in modern cars.

Expert auto radio repairs and motor analysis work is also handled by the station, in addition to the well-known Texaco gasoline, Fire- stone tires, tubes, radios, and a com- plete line of accessories. Messrs. Burke and Eisley are assisted by El- wood Branson in the operation of this popular lubritorium.

WOODWARD IS PROMINENT LOCAL REALTOR

Richard M. Woodward, Riverton realtor, came here in June, 1929, when he was employed by Charles R. Meyers & Co., Camden Realtors. He was previously connected with Stone of Webster, of Boston, Mass., following his graduation from the University of Michigan.

Mr. Woodward went into business for himself on January 1, 1931, at his present address, 303 Midway, where he specializes in real estate and fire and casualty insurance.

He is the president of the Bur- lington County Real Estate Board and is prominently identified with many civic activities, being a mem- ber of the Riverton Board of Educa- tion, the local and county boards of the Y.M.C.A. and is also active in the Boy Scout movement.

Auto Car Prices

The 1909 Auto Car sold for $1750, I. W. Clark, of Moorestown, being the dealer in this vicinity. The model had Bosch dual ignition.

In 1924 there were 80 business men in Palmyra and 69 in Riverton.

—o—

Bank avenue was reported to be in poor condition during March, 1907. (Some sections still are.)

IT HAS BEEN OUR PRIVILEGE to make most of the new halftone plates for this edition from photographs supplied by The New Era. We specialize in newspaper cuts that print well, and preserve every detail of the original photograph.

CONGRATULATIONS AND BEST WISHES TO THE NEW ERA ON ITS 50th ANNIVERSARY

ATLAS PHOTO ENGRAVING CO.
210 NORTH BROAD STREET
PHILADELPHIA

KELLOGG'S 97th ANNIVERSARY SALE

NOW IN PROGRESS

FEW business houses in America can celebrate a 97th Anniversary and none could have endured so long unless their products met the exacting demands of discriminating housewives and could always be depended upon to give complete satisfaction.

Each Fall, we conduct an Anniversary Sale of Kellogg's Supreme Quality Foods for the convenience of our many customers who we believe appreciate the opportunity of anticipating their Winter's requirements by purchasing in larger quantities and securing worth while savings.

This year, as never before, Kellogg's Anniversary Sale affords you an exceptional opportunity of saving on your Winter's supply of foods. We are living in uncertain times. Right now, our prices are low and by purchasing during this Sale, you can secure the lowest prices of the season.

Not alone from the standpoint of economy, but also as a matter of convenience, there is wisdom in purchasing your Winter's Requirements during this Sale.

BUY WITH CONFIDENCE SERVE WITH PRIDE

November 1st to November 11th

Kellogg's Supreme Quality
Fruits No. 2½ cans

APRICOTS, halves	12 for $3.15	3 for 79c
APRICOTS, whole peeled	12 for $2.90	3 for 73c
Royal Anne CHERRIES	12 for $3.20	3 for 81c
FRUIT COCKTAIL	12 for $2.70	3 for 69c
PEACH DELIGHTS	12 for $2.95	3 for 75c
PEACHES, Yellow Cling HALVED or SLICED	12 for $2.25	3 for 57c
Bartlett PEARS	12 for $2.90	3 for 73c
PINEAPPLE DELIGHTS	12 for $2.50	3 for 63c
Sliced PINEAPPLE	12 for $2.50	3 for 63c

Fruits No. 2 cans

APPLE SAUCE	12 for $1.15	3 for 29c
Pitted RED CHERRIES	12 for $2.00	3 for 51c
GRAPEFRUIT SEGMENTS	12 for $1.45	3 for 37c

MERION SELECT QUALITY
Fruits No. 2½ cans

APRICOTS, whole peeled	12 for $2.50	3 for 63c
Royal Anne CHERRIES	12 for $2.95	3 for 75c
PEACHES, Yellow Cling	12 for $2.00	3 for 51c
Bartlett PEARS	12 for $2.50	3 for 63c

Kellogg's Supreme Quality
Vegetables No. 2 cans

Green ASPARAGUS	12 for $3.45	3 for 87c
Cut Stringless BEANS	12 for $1.60	3 for 41c
GREEN or GOLDEN WAX Stringless BEANS	12 for $2.00	3 for 51c
TINY TIM Tiny Tim LIMA BEANS	12 for $2.10	3 for 53c
Red KIDNEY BEANS	12 for $1.05	3 for 27c
Sliced BEETS	12 for $1.20	3 for 31c
Cream Style CORN	12 for $1.45	3 for 37c
WHITE or GOLDEN BANTAM Whole Kernel CORN	12 for $1.45	3 for 37c
WHITE SHOEPEG or GOLDEN BANTAM Tiny Tim PEAS	12 for $2.25	3 for 57c
Sweet Wrinkled PEAS	12 for $1.85	3 for 47c
SAUER KRAUT	12 for $1.45	3 for 37c
SUCCOTASH, Golden Bantam	12 for $1.70	3 for 43c
Whole Kernel Golden Bantam Corn and Lima Beans TOMATOES	12 for $1.45	3 for 37c

MERION SELECT QUALITY
Vegetables No. 2 cans

Cut Stringless BEANS	12 for $1.05	3 for 27c
Cream Style CORN	12 for $1.15	3 for 29c
WHITE or GOLDEN BANTAM Choice PEAS	12 for $1.70	3 for 43c
TOMATOES	12 for $1.15	3 for 29c

KELLOGG'S SUPREME QUALITY SPECIALTIES

APRICOT NECTAR, 12-oz. can	12 for $1.05	3 for 27c
Grapefruit JUICE, No. 2 can	12 for 98c	3 for 25c
Pineapple JUICE, No. 2 can	12 for $1.45	3 for 37c
Tomato JUICE, 24-oz. can	12 for $1.05	3 for 27c
Cranberry Sauce, 17-oz. can	12 for $1.55	3 for 39c
MAPLE SAP SYRUP, pt. btl	3 for $1.15	39c each
Jumbo SHRIMP, No. 1 can	12 for $1.70	3 for 43c
Filet of Mackerel, 12-oz. can	12 for $2.25	3 for 57c
RED SALMON, No. 1 tall can	12 for $2.75	3 for 69c
White Meat TUNA, ½ size can	12 for $2.35	3 for 59c
Boneless CHICKEN, 6-oz. can	3 for $1.25	43c each
Tomato CATSUP, 14-oz. bottle	12 for $1.75	3 for 45c
Tomato CATSUP, 8-oz. bottle	12 for $1.15	3 for 29c

MAIN STREET MARKET
528 Main Street, Riverton
Phone 904—Free Delivery

KARL G. FRANK
609 Main Street, Riverton
Phone 86—Free Delivery

PHILA. MARKET HOUSE
Broad and Garfield, Palmyra
Phone 1200—Free Delivery

NEW ERA TAKES OWN PHOTOGRAPHS

"Speed Graphic" Newspaper Camera and Dark Room Equipment Added

Three years ago The New Era decided that if pictures, national in scope, were a top-ranking feature of daily newspapers, pictures of local interest would be proportionately important to reader interest even in a small weekly.

The next step, that of setting up a photographic department, was carefully considered. Pictures had to be secured quickly, economically and to be of such quality as would reproduce well in print.

The management visited several Philadelphia daily newspapers and sought their advice. They were unanimous in recommending the American-made Speed Graphic camera, citing that 90 per cent of the news photographers used Speed Graphic for its versatility under all kinds of picture-taking conditions. That decided, and a Speed Graphic camera purchased, the dark room set-up and the processing of films and paper was thoroughly explored. A dark room was built and equipped adjoining the present offices. Here, with a simple set of rules, The New Era has reduced the time required to completely develop and enlarge prints to a matter of forty-five minutes.

Today The New Era brings more local pictures to its readers than any other paper for miles around. It offers a photographic service to advertisers that is inexpensive and definitely productive of results.

This department has proved to be invaluable in the production of commercial printing also. Here, too, pictures are made available for direct mail advertising at low cost.

Nearly all of the pictures in the advertisements of this anniversary issue and 90 per cent of the news pictures of present-day scenes and people are New Era staff photographs.

Since its establishment three years ago, well over a thousand pictures have been taken, developed and enlarged right in our own photographic department, to find their way into the news columns, advertisements and commercial printing.

The pioneering work of photography for small weekly newspapers has attracted the attention of other publishers throughout the United States. The New Era has received inquiries from publishers from the States of Washington, Kansas, Arkansas, Illinois, Ohio, Michigan and North Carolina.

The New Era welcomes inquiries from interested business houses and will gladly show visitors its facilities for the taking of pictures.

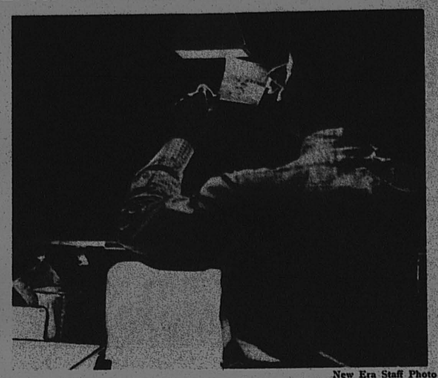
Riverton's honor flag, awarded during the Third Liberty Loan, had a two-star citation.

NEW ERA HAS OWN PHOTOGRAPHIC DEPT.

New Era Staff Photo

Equipped with Speed Graphic newspaper camera, The New Era brings its readers of local news and advertising a bigger percentage of pictures than any other paper of its size in South Jersey.

FILMS DEVELOPED AND ENLARGED PICTURES MADE IN OUR OWN DARK ROOM IN FORTY-FIVE MINUTES



New Era Staff Photo

Dark Room facilities with simplified processes and "short cut" equipment enable The New Era to produce finished enlargements ready for the engraver in forty-five minutes, and even faster when time is a factor.

LOCAL LAUNDRY WELL EQUIPPED

(continued from page 1)

placed on the wrong bar, an ingenious system has been devised whereby keys bearing the number 156, for example, will fit only on a bar with the same number. The result is that no lots of clothes get mixed.

Although the system is mechanically perfect, the presence of the human element in its application sometimes results in a mistake, although such occurrences are very few and far between in a well-managed business such as the Riverton Laundry.

This same system is followed through the various ironing operations.

At the present time, Mr. Kuensell stated that over 3,000 bags of laundry are received weekly. The number of pieces in each bag varies considerably, but it is safe to estimate that several hundred thousand articles of wearing apparel are laundered each week.

To return these to the proper owner presents a task of considerable magnitude, as you might well imagine, but with the system employed at the Riverton Laundry it becomes very simple provided you know how to do it, as Mr. Kuensell and his 35 employees seem to, we might add.

BAD FIRE IN 1919

The worst fire in Palmyra since 1886 occurred on Monday, January 19, 1919, when two houses were entirely destroyed and two others badly damaged in a spectacular blaze that was fanned by high winds.

Firemen from Riverside, Camden and Burlington assisted the Palmyra and Riverton companies in battling the flames.

The residence of Mrs. R. J. Stackhouse and Mr. and Mrs. Thomas McCrosson, at Fifth and Cinnaminson, was a total loss, as was the one on the opposite corner occupied by Lewis Bowker. The home of J. F. Cline, Fourth and Garfield, also caught fire as did two barns on Garfield avenue.

The Palmyra Packard fire truck, purchased at a cost of $4,000, was given a demonstration on Wednesday, January 7, the affair being in charge of Chief C. Morris Beck and Foreman Edward Roberts.

—o—

Lawton Faunce caught 4,800 pounds of carp in a single net haul on September 16, 1920. The catch was worth $675.

RENT MONEY WILL BUY A HOME

Many families have discovered that the money they were spending for rent was enough to pay for a home of their own.

Right now, there are many desirable properties that can be bought at very attractive prices.

Why not start to look at our properties now. Every indication seems to point to the up-swing in Real Estate values. Prices will not remain at these low figures much longer.

Here are but a few of the many desirable homes to be found on our list. We cordially invite your inquiry.

PALMYRA

An excellently located home, 907 Columbia avenue. Detached house, seven rooms. Garage. Lot 50 x 150 feet. Needs some repairs but is offered at the very low price of

$2500

PALMYRA

Another opportunity. 901 Columbia avenue. Corner property. Seven rooms. Large lot 75 x 150 feet. The rear width of lot 133 feet. Requires renovation. Excellent for apartments. Only

$2800

PALMYRA

An investment. Pair of houses. Well located. Large corner lot. Seven rooms and bath. In good condition. Rental income $50. Only

$4000

RIVERTON

Elm avenue, 200 block, single house, exterior just painted. Six rooms and bath. Enclosed porch, fireplace, garage.

$4200

RAYMOND WARNER

REALTOR

N. E. CORNER OF FIFTH AND CINNAMINSON AVENUE
PALMYRA, N. J.

TO THE NEW ERA WE SAY "BEST WISHES" ON ITS 50th ANNIVERSARY OF PUBLICATION

1889 **THE NEW ERA** 1939

RIVERTON :: CINNAMINSON :: PALMYRA

PAGE 1 FIFTIETH ANNIVERSARY ISSUE SECTION 8

STATE CHAMPIONS

The State Championship and numerous awards were won by Post Frederick M. Rodgers Drum and Bugle Corps which in its heydey, was one of the outstanding Legion musical organizations in the country.

Experienced Staff At McCrosson Agency

Firm in Real Estate and Insurance Business Since 1933

The W. Rex McCrosson, Inc., agency, conducting a real estate and general insurance business, was established in Palmyra, in June, 1933, in an office location at 115 East Broad street, moving to their present larger quarters at 5 East Broad street in August, 1936.

In February, 1935, the insurance business of George N. Wimer, a well known, long established office, was purchased, and became part of the agency.

Long Experience

Mr. McCrosson, a resident of Palmyra for over thirty years prior to establishing the local agency, has conducted an Insurance business in Philadelphia for over twenty years. In addition, he has taken an active part in civic affairs, both of the county and state.

Mrs. Eleanor McCrosson, actively in charge, has enjoyed a diversified business career, and for a number of years prior to the establishing of this agency, was associated with the S. H. Anderson Industrial Real Estate firm in Philadelphia.

Assistants

Of the organization's three additional assistants, Miss Helen Arndt, who is in charge of the accounting and general office detail, and James T. Durham, are both graduates of the Palmyra High School, the latter is also a graduate of the Aetna Casualty and Surety Insurance School, in Hartford, Connecticut, having completed his course with high honors, and is specializing in the insurance branch of this agency. Mrs. Patricia Lawler, also a resident of Palmyra, is in charge of the rental department, and has a background of a number of years association with a prominent real estate firm in Delaware county, Pennsylvania.

The agency, with a trained personnel, is equipped to offer assistance in an efficient manner to their clientele, and property maintenance is one of their outstanding services, due to the availability of individualized effort on the part of competent, well-trained employees, which assures that owners' interests are fully protected and served.

Agencies

Representing agencies for the following nationally recognized fire insurance companies:

Hartford Fire Insurance Company, The Home Insurance Company, Providence-Washington Insurance Company, Agricultural Insurance Company, Insurance Company of the State of Pennsylvania, Camden Fire Insurance Association, and Phoenix Insurance Company as well as the Aetna Casualty and Surety Company, and being licensed brokers in the states of Pennsylvania and New Jersey, the W. Rex McCrosson agency, handle, in addition, a large brokerage business.

This organization feels that the present market affords an opportunity for prospects to purchase and own their own homes on an attractive basis. Financing markets are now available which offer long term mortgages, and they advocate investing in the present market, in advance of what appears to be an inevitable rise in values, due to the present shortage of desirable offerings.

MOYER REPRESENTS A.A.A.

Harry E. Moyer, of Fulton street, Riverton, is the local representative of the Automobile Club of Central New Jersey, an A.A.A. organization, having been engaged in that capacity for the past two years, during which time he has secured hundreds of members for the Club.

Mr. Moyer states that few automobile drivers, who are not members, have an adequate conception of the many benefits that membership in this great nation-wide club can bring.

He asserts that those who have become members and have been the direct recipients of its help can best testify to the many advantages.

All car owners should learn about the A.A.A. and Mr. Moyer will be very glad to tell them the A.A.A. story.

Mr. Moyer has been a resident of Riverton for many years and has always been a leader in civic betterment, having the best interests of the community foremost in mind at all times.

He was one of the officers of the Riverton Town Meeting and has been a member of the Board of Education. Mr. Moyer, a few years ago, was nearly elected Mayor on the Democratic ticket, losing by a mere handful of votes. He is the present Democratic nominee for the post of Clerk of Burlington County.

1909 ELECTION

The hottest primary election since the Borough of Riverton was incorporated resulted in over 300 votes being polled in 1909.

The mayoralty nomination resulted as follows:

F. G. Brown	130
E. H. Flagg	173
E. R. Williams	19

In Palmyra, J. E. Russell defeated C. H. Hill for nomination of Township Committee member 205 to 84.

A trombone choir played from the steeple of the Palmyra Moravian Church in connection with the 46th anniversary celebration in 1909.

Unclaimed letters and postcards were advertized weekly in 1917.

WATER COMPANY ORGANIZED IN '88

Original Tank Had Capacity of 40,000 Gallons; Present 575,000 Gallons

The Riverton-Palmyra Water Company, from its inception in 1888 has constantly striven to improve the service and facilities available to the community. The founders of the company, Edwin F. Partridge, William S. Perot, Jr., David J. Hoar, Clifford S. Sims, William M. Paul, Edward H. Ogden and Howard Parry, with the latter also acting as the first superintendent, began supplying service with original equipment consisting of one 40,000 gallon tank 20 feet in diameter and 40 feet high, approximately eight miles of pipe line and pumping apparatus of capacity of one million gallons daily.

Improved Methods

The present management has consistently improved operating methods and equipment, as research and developments have made such improvements available, to the point where the system now has storage in the two large stand-pipes located at the crest of Highland avenue a total of 575,000 gallons and modern pumping equipment with a capacity of 4,000,000 gallons per day, with 42 miles of pipe line utilized for the serving of water for domestic use and for fire protection. Recent improvements include new electric pumping units at the No. 1 Morgan Avenue station with a combined capacity of 2,000 gallons per minute. A gasoline-powered stand-by unit is also in installation for emergency use.

Aeration Basin

There has also been built, and is in operation in the main pumping station, an aeration basin wherein the water immediately upon being pumped from the wells is forced through batteries of spray nozzles, 65 in number, which eliminates the majority of the CO-2 gases. Lime in very small quantities is added after aeration to neutralize the remaining CO-2, thus reducing pipe corrosion to a minimum. A new installation of sensitive chlorinating equipment has been made to introduce liquid chlorine into the water in very minute quantities. While not required by the State Health Authorities, this acts as a definite safeguard to the health of the Community against any water-borne diseases.

The plant manager, Anthony J. Greco, who succeeded A. E. Hargett shortly after the first of the year, is a waterworks operator with years of experience in the operation of community water supply systems.

In 1918, Mt. Holly had a curfew law that required all children under 16 to be off the streets by 9 p.m. "Might be a good idea here" commented The New Era editor.

J. L. LIPPINCOTT CO. STARTED HERE IN 1895

The J. L. Lippincott Co., realtors, started business here in 1895 and the principal development in Riverton during the period 1895 to 1909 took place on the Lippincott tract. The country club section development was one of their enterprises.

The firm was incorporated in 1914 and the present officers are: C. B. Lewis, president; W. C. Biddle, vice president; George F. Ginther, who is secretary and treasurer, is also the active office manager.

The present office is located in the Williams-Wright building, Broad street, Riverton, where in addition to the realty business, general insurance is also handled.

Evans Carries A Wide Stock

The Joseph T. Evans coal and lumber business was originally started by A. C. Heulings. Upon the death of Mr. Heulings, the establishment passed into the hands of Samuel Rudderow, who sold it to Mr. Evans in February, 1905.

A 1909 issue of The New Era comments as follows on the business, "Mr. Evans is a man of much enterprise and the firm has had a rapid growth since he took charge."

This quotation is even more true today, since, with the passage of years the J. T. Evans Co., as it is known today, has continued to expand.

Officers

The business was re-organized during the latter part of 1938, with the following officers: Joseph T. Evans, president; E. L. Williams, treasurer and Joseph F. Yearly, secretary and general manager. Upon the death of Mr. Williams, Howard B. Conover became treasurer.

Coal, Lumber, Etc.

The Evans Company features Premium Anthracite Coal, Genuine Koppers Coke, fuel oil and lumber, in addition to a wide variety of other lines such as bricks, hardware, paints, cement, sand, stone, etc., etc.

As a matter of fact, Mr. Yearly, the general manager in a recent advertisement in The New Era, listed the major classifications of stock. There were forty-five thus illustrating the slogan that "Get It at Evans" is no idle saying.

The Memorial Park plans in 1924 called for the following: memorial gates, baseball field, football field, running track, tennis courts, quoit grounds, children's playground, bathing beach, facilities for skating and water sports, general recreation space.

The safe at Dreer's was blown open by professional cracksmen during April, 1909. Loot amounted to $50. Roberts' store was robbed the same week.

KELLOGG LINE BEGUN IN 1842

Business Has Kept Pace with Changing Conditions for Ninety-seven Years

It was in 1842—97 years ago, that the firm of H. Kellogg and Sons commenced the wholesale distribution of food products. In those far-off days, all foods were sold in bulk without trade mark or brand name identification and grocery stores of that time were a far cry from the attractive, modern food markets of today.

Nevertheless, throughout these many years of the last century, the house of Kellogg was furnishing the public with a wide choice of foods gathered from the four corners of the world. Not only did Kellogg's provide a degree of protection by selecting the purest and best, but also made them available at the lowest possible cost.

Great Changes

Shortly after the turn of the century, tremendous changes began in the food industry—the change toward greater purity, better quality, and packaging of products under known brands. Among the first to sense these changing conditions were the men behind the Kellogg organization and soon the now familiar name of Kellogg began appearing on packages on the shelves of neighborhood grocery stores. Women soon learned that Kellogg's Supreme Quality Foods were finer foods—finer for flavor, pure and wholesome, and knew they could always depend upon this brand to please their family.

Many New Items

Throughout the years, many new items have been added to the Kellogg line—new delicious foods that were unknown a generation ago. Foods from far off lands, juices from tree-ripened fruits, tempting delicacies in every conceivable form, conveniently packaged and ready to use.

The years have proved that "There is no substitute for quality," and there is no economy without quality. The two are inseparable.

Just now in a world of shifting values, discriminating women want better quality, honestly priced and that is why so many families throughout this section of the country insist upon Kellogg's Supreme Quality Foods.

The following three local stores sell the famous Kellogg line exclusively: The Main Street Market, at 528 Main street, Riverton; Karl G. Frank, at 607 Main street, Riverton, and the Philadelphia Market House, at Broad street and Garfield avenue, Palmyra.

Elsewhere in his issue is a full page advertisement featuring the 97th Anniversary Sale of Kellogg's canned goods.

CINNAMINSON P.T.A.

According to the earliest written records now available of the Cinnaminson P.T.A. "On Friday afternoon, the 23rd of March, 1906, a number of mothers and teachers assembled in the Westfield Public School for the purpose of forming an organization for mutual help in training and educating our children." The name "Cinnaminson Mothers' Council" was chosen for this organization, and there were twenty-three charter members. Mrs. Allen Deacon, until a few years ago an actively interested member of our community, was chairman of that first meeting, and Mrs. Charles Evans was elected president.

Those early years were very literally the horse and buggy days of the Cinnaminson P.T.A. It was no unusual thing, as the records show, for the officers to make the rounds in carriages, gathering up the members and taking them to meetings.

In 1907 the local organization affiliated with the State Congress and the name was changed to "Cinnaminson Mothers' Circle." Mrs. Benjamin Lippincott was elected president, and has remained one of the most actively interested members to the present day.

In 1919

From 1912 to 1919 there is a break in the record but on the latter date was organized a "Home and School Association" with Mrs. Joseph Thomas as the leader. This marked the actual chronological beginning of the now-existing Parent-Teacher association.

From 1930 on the record bristles with names and events of local interest. As early as 1921, the first steps were taken toward establishing a school dental clinic, which is still functioning. And the same year members of the association started to help with the serving of hot lunches to the school children.

That summer Mrs. Benjamin Lippincott, Mrs. Joseph Evans and Mrs. Fred Hercher undertook a summer school for the children of the Italian farm laborers transient in the community.

As the years progressed there is record of contribution to the establishment of a county library, and to the normal school scholarship fund, which show a widening of the interest, but without any slackening in the local work. It is interesting to note that under date of 1928 Dr. Harry Rogers spoke to the Association on the "Prevention of Diphtheria," while his present associate, Dr. T. Bruce Dickson, presented the same subject at the first meeting of the organization this current season.

Last year in the celebration of Founders' Day, which is observed annually in Parent-Teacher groups, the records from which these notes were made were used as the framework about which the program was built. At that meeting, in February, 1939, three of the original charter members were present: Mrs. Charles Evans, Mrs. Edward Wood and Mrs. George Frank. They responded to their names with brief reminiscenses. Several others, detained from the meeting by illness or some other necessity, sent letters of greeting. There were seven past-presidents present, representing the work of the organization from the very beginning down to the present time.

Present officers of the association are: Mrs. A. Ernest Warnick, president; Mrs. Leslie W. Reeves, first vice president; Mrs. Alice Thomason, second vice president; Mrs. J. K. Taylor, secretary, and Mrs. P. R. Hotchkiss, treasurer.

SEVEN SERVICES AT LAUNDRY

Albert C. Beck, proprietor of the Riverside Home Laundry, has been in business since 1928 serving the needs of many families in a number of communities, including Riverton, Palmyra and Cinnaminson.

The Riverside Laundry has seven different services and a phone call to Riverside 734 will promptly bring one of the drivers of its four trucks to your door.

The laundry is located at 318 Paine street, Riverside.

Two voting district were established in Palmyra during 1909.

IN DAYS OF YORE

Just a peaceful family scene.

SHULMAN'S IS LEADING STORE

Since 1900, the department store located at 13-15 West Broad street, Palmyra, has been serving the needs of local communities with quality merchandise, the enterprise having originally been under the proprietorship of the founder, Sol Romm who, after his death, was succeeded in the business by his son-in-law, the present manager, Philip Shulman.

The Shulman store is headquarters for the following nationally advertised lines: Edwards, Chapmans, Enna Jettick and Florsheim shoes; Interwoven socks, Arrow shirts and ties, Mojud ladies' silk hose and hundreds of other items to outfit the entire family.

BERKSHIRE SILK HOSE

4-THREAD CHIFFON
79c
7-Thread Service Weight
85c
Berkshire—famous for Quality—is available in the new winter shades
•
Congratulations to THE NEW ERA
•
SMITH'S STORE
414 Main Street Phone 783 RIVERTON

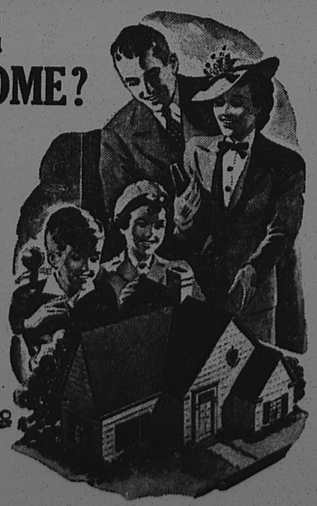
An IDEAL XMAS GIFT

Headquarters for Radios, Refrigerators, Washers, Gas Ranges, Electrical Appliances, Victor Records and Sporting Goods. Pick out your Xmas Gift now.

C. WARD LOWDEN
Complete Norge Line - Farnsworth, R.C.A. and Zenith Radios
Pittsburgh Paints - Sporting Goods
514 Cinnaminson Avenue PALMYRA, N. J.
Telephone Riverton 717

CONGRATULATIONS TO THE NEW ERA

LOOKING for a HOME?



WELL . . . somewhere in our exclusive listing we may have just what you are looking for. Just run your eyes over these three and then come in and let us tell you about the others.

HERE ARE A FEW

6 rooms, bath, and pantry, hot water heat, 2 car garage, excellent location.
$5500

6 rooms, bath and laundry, hot air heat, very conveniently located.
$2900

5 rooms and bath, bungalow, hot water heat, all conveniences, priced low for quick sale.
$2200

Many Other Attractive "Good Buys" Available

We have been established here in the Real Estate and Insurance Business since 1928. In that time we have sold and rented many homes. We would like the privilege of serving you whether it be buying, renting, selling, or consultation on insurance risks.

Congratulations to The New Era and Best Wishes

LESLIE W. REEVES
GEORGE W. ROGERS, Inc.
REALTORS
GENERAL INSURANCE
529 Cinnaminson Avenue PALMYRA, N. J.
Phone Riverton 787 or 845

Eight out of ten persons are affected by paint odor

ODOR-LAC Finishes are the answer to the universal demand for a paint without objectionable odor, and at a price similar to regular oil paints.

ODOR-LAC Finish is a product of modern research, a paint in which the objectionable odors have been removed by a special process.
This paint embodies all the advantages of an oil paint, plus the added advantages of incorporating recently developed materials that give length of life, ease of brushing and the ability to wash easily.

ODOR-LAC Finish is recommended for homes, hotels, dairies, and institutions where washability and wearing qualities are important.
It is manufactured in four grades, primer and sealer, flat, eggshell and gloss.

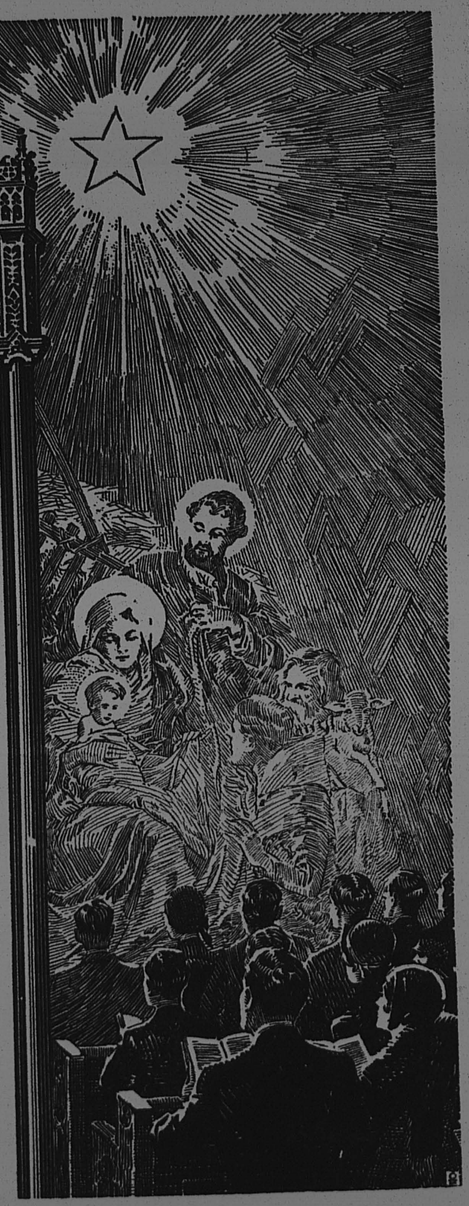
ODOR-LAC FINISHES ARE
PRACTICALLY ODORLESS
100% OIL PAINTS
NOT DEODORIZED
ODORLESS BY SPECIAL PROCESS
EASY WORKING
SURPASSING COVERAGE
WASHABILITY and WEARING QUALITIES
BRUSH, DIP, or SPRAY
THE LAST WORD IN PAINT CHEMISTRY

Upon request, Color Card and Price List will be sent by the manufacturer

F. G. OKIE, Inc.
247 South Third Street Philadelphia, Pa.

Congratulations to The New Era on its half century of service to its community

COME to Church



Anniversaries are not significant simply as milestones, they are important only when they mark the cumulative effort of the past. The reaching of the milestone numbered fifty is memorable when the previous forty-nine on the road have been passed with honor. It is the whole distance traveled and the manner of the journeying which count.

Certainly the most continuing organizations in any community are the churches. And because of them the changing years still find the people continuing steadfastly along the road of decent living and honorable service, upon which it embarked with them even more than half a century ago. Every year has seen the churches strive onward to a God-given goal along the path His grace has led them.

Not by any spectacular effort of a day, but by steady day-by-day pressing forward have we achieved progress. On the basis of an unflagging attempt to remain ever pressing on have we made our appeal for the moral support of the people and their participation in our endeavours, as well as the witness of their presence at our several places of worship.

It is, therefore, fitting that these most venerable and constant institutions should take this occasion to thank The New Era for all that it has contributed to the community in the half century of its existence, for its cooperation with the assistance to our efforts, and to express the hope that its aims and influence will continue down the same road for many more years to come.

Christ Church in Riverton
(EPISCOPAL)
Main Street at Fourth
REV. FRANCIS B. DOWNS, Th. B., Rector

Sacred Heart Catholic Church
Fourth Street and Linden Avenue
RIVERTON
REV. JOHN F. WELSH, Pastor
REV. VINCENT A. LUTHER, Ass't Pastor

Christ Church, Palmyra
638 Parry Avenue
PALMYRA
REV. JOHN H. CHAPMAN, Rector

Mt. Zion A.M.E. Church
Third and Penn Streets
RIVERTON
REV. GEORGE E. MITCHELL, Pastor

Calvary Presbyterian Church
Fourth Street and Lippincott Avenue
RIVERTON
REV. CHARLES T. BATES, B. D., Pastor

Palmyra Moravian Church
at Five Points
PALMYRA
REV. ALBERT J. HARKE, Pastor

First Church of Christ, Scientist
603 Thomas Avenue
RIVERTON

St. Paul Baptist Church
Belleview and Broad Streets
EAST RIVERTON
REV. MADISON A. BOWE, Pastor

Epworth Methodist Church
Morgan Avenue at Fifth Street
PALMYRA
REV. W. A. BOYD, Minister

Wesleyan Men's Bible Class
EPWORTH METHODIST CHURCH
Morgan Avenue at Fifth Street
PALMYRA

Central Baptist Church
Fifth Street and Maple Avenue
PALMYRA
REV. GEO. LOCKETT, B.D., Pastor

The Bethany Lutheran Church
PALMYRA
REV. OLIVER W. POWERS, Pastor

CINNAMINSON AUXILIARY

The Cinnaminson Auxiliary to the Burbrugg Memorial Hospital was organized June 10, 1935.

Officers elected were as follows: Mrs. G. A. Wonfor, chairman; Mrs. J. T. Evans, 1st vice chairman; Mrs. A. J. Harke, 2nd vice chairman; secretary, Mrs. George Dorworth; treasurer, Mrs. Robert Woods.

Membership has increased to 102 with about 28 active members.

Each auxiliary to the hospital is responsible for a ward and to us was given the men's ward.

We designated Christmas as our money donation day, which we had received throughout the year in dues, annual card party receipts, luncheons, profits through sale of articles and member's birthday pennies. Trees are decorated and placed in men's ward and a personal gift to each man patient with a basket or tray of home made goodies which he may share with his family or friends.

Having organized for service our chief interest is in sewing and it is surprising to realize the several thousand articles listed in years reports such as the making of operating room covers, sterile glove pockets, mackintosh pillow slips and aprons, maternity robes, breast and abdominal binders, tray covers, nurses head binders, operating room leggings, bassinette pads, screen curtains covers and at present covering chairs for guest rooms.

All this work is most interesting and taken seriously by our members. Sewing days are as important as social events and it is surprising to note five of our members have a 100 per cent attendance record of three successive years.

Meetings are held in the members homes, hostess serving tea previous to the meeting. Our social activities include luncheons and game days combined, picnics with box lunches, corn and doggie roasts, swimming parties, etc.

We claim all the leading ladies of our township as contributing members and all work for the good and welfare of one of the best and finest equipped little hospitals in South Jersey.

Present officers now are: Mrs. Robert Evans, chairman; Mrs. C. R. Houchins, vice chairman; secretary, Mrs. J. Austin; treasurer, Mrs. J. Davidson, Jr.

(Signed) Mrs. G. A. WONFOR.

The Volunteer Defense Corps started here on March 30, 1917, and other organizations of a similar nature were most active during the period of the war.

—o—

Sugar bowls ceased to grace restaurant tables and counters during October, 1918.

—o—

The Palmyra Record suspended publication on June 21, 1918, due to the fact that the complete editorial staff, Joseph G. Seel and Frederick Rodgers were in the army.

WANT-ADS

(of former years—do not apply)

WANTED: Large second hand safe, cheap, fireproof only. Address Secretary Methodist Church.

FOR SALE: An auto car to carry four persons in good condition. J. E. Morton, Palmyra.

FOR SALE: Good horse, sound, kind, gentle, $150. Alex. Marcy, Jr.

FOUR Riverton post card views in colors at the Brick Stores.

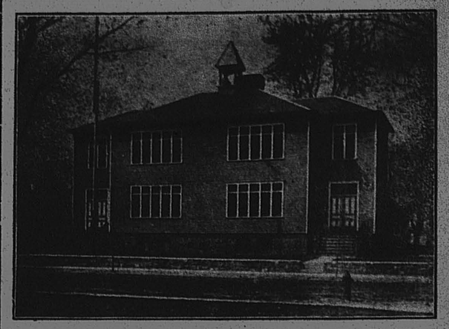
WANTED: For a few days a good dressmaker to come to the house. Box 56. Riverton.

Charles Turner at the Brick Store will buy old shoes.

LOST: Will the persons who took gentleman's silk umbrella with a knotted handle from the Episcopal Church Monday evening in mistake, kindly return the same to the sexton and receive their own.

ORIGINAL plan. Enabling you to make $4 to $10 daily for four hour's work. Necessities. Repeat orders. W. Supply Co., Chicago, Ill.

SCHOOL DAYS



In this building, Fourth and Howard streets, children of Riverton received their elementary education—years ago. This structure has been long since demolished.

The Favorite Gift Spot

Christmas Greeting Cards
Christmas Wrappings
Greeting Cards for all Occasions

FOSTORIA GLASS
RED WING POTTERY

Gifts - Lamps - Costume Jewelry and a Host of Other New Delightful Items

AN ALL INCLUSIVE LENDING LIBRARY

SPINNING WHEEL GIFT SHOP
531 Cinnaminson Avenue Palmyra, N. J.
OPEN EVENINGS
Congratulations to The New Era

BUY YOUR
CHRISTMAS CARDS NOW
IN ADDITION TO OUR REGULAR LARGE ASSORTMENT
of HALL MARK cards

We have the NEW stock of personal Xmas Greeting cards that are individual and distinctive.
They may be purchased with or without names or in Beautiful Boxed Assortments.

Congratulations to The New Era on Its 50th Birthday

L. G. ROGERS
UNITED CIGAR AGENCY ● NEWSPAPERS ● GIFTS
OFFICE SUPPLIES
MAGAZINES ● STATIONERY ● GREETING CARDS
15 East Broad Street PALMYRA, N. J.

We Congratulate Our Neighbor The New Era on Its 50th Anniversary.

J. T. EVANS CO.
RIVERTON
302

PREMIUM COAL
"It goes farther and heats longer"
FUEL OIL, finest grades
Genuine Koppers Coke
Vita-Var Paints and Varnishes
Asbestos Siding - Shingles - Insulation
Building Materials

New Homes, Repairs, Alterations financed on Easy Monthly Payments---Free Estimates!

SERVING THIS COMMUNITY SINCE 1905

Another Sign of a HAPPY HOME

George F. Ginther

IF you want to buy, sell, or rent property we invite you to acquaint yourself with the facilities of this office.

Our listing is complete and we spare no effort in seeing to it that our clients receive prompt, courteous and efficient attention.

● CONGRATULATIONS TO THE NEW ERA ●

GEORGE F. GINTHER
J. L. LIPPINCOTT CO.
REALTORS
GENERAL INSURANCE
Williams-Wright Building Riverton, N. J.
Phone Riverton 2

"Your life may be the only Bible some men may know—make it a good one."

THE NEW ERA

RIVERTON :: CINNAMINSON :: PALMYRA

SI KOLOGY SEE: "Well, with 'lection over, we kin settle down t' watch th' shadder beatin' on th' Western Front!"

50th Year No. 42 RIVERTON—PALMYRA, N. J., THURSDAY, NOVEMBER 9, 1939 PRICE FIVE CENTS

SCHOOL BOARD CONVENES HERE

Report of Miss Caroline M. Staman Reveals Progress Made This Year

The Riverton Board of Education held a lengthy session on Monday night of this week, at which time a number of routine matters were considered, including the report of the auditor for the past fiscal year.

This showed everything to be in a satisfactory condition.

The school calendar was changed so that no sessions will be held on Friday of this week, instead of Thursday and Friday in order to allow the teachers to attend the Teachers' Convention at Atlantic City.

Miss Staman's Report

Excerpts from the report of Miss Caroline M. Staman, supervising principal follow:

Health and attendance have been good. Medical examinations have been completed and all children have been weighed and measured. Dr. White started dental examinations Monday. Twenty-two children were sent to the school physician for special examinations, sixteen of whom were excluded because of colds.

New entrants have been given an achievement test as a help in adjusting them to their group.

The Student Council and Safety Patrol have been organized along the same lines as formerly and are functioning satisfactorily.

Class Clubs

Each grade is "housed" in one separate room except the seventh, which is so large this year that it was necessary to seat them in two rooms although both groups work together in their various classes except where a smaller group is more practical. In addition to regular classroom work groups have been organized to develop the various in-

(continued on page 10)

School Children Get T. B. Test

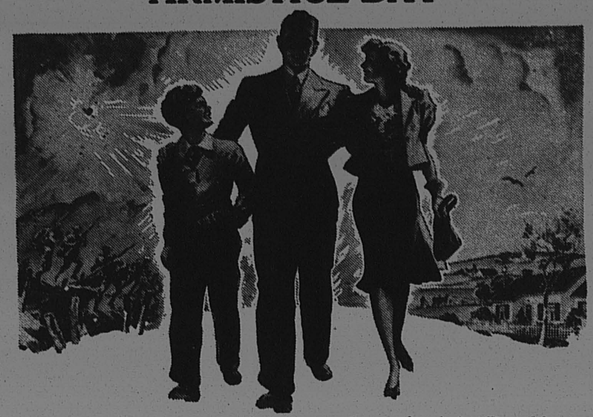
Last Monday, November 6th, 228 children from Cinnaminson Public School No. 2 were given the tuberculin test as part of the school's health program. In a little more than an hour, with the children filing down in orderly fashion by classes to the dental office and the nurses' room, the whole work of administering the serum was completed. There was a minimum of confusion about the whole proceeding which was a tribute to those in charge of the program.

In preparation for the actual testing, the Parent-Teacher group held a health meeting last month with speakers from the state and the county to present the general public health facts about tuberculosis to the parents and friends of the school. Following this meeting, the administrative staff of the school sent out a letter to all parents explaining the purpose of the test, outlining the method of financing the program, and asking for permission to test each individual child. These letters met with a most gratifying, affirmative response, reflecting the fine spirit of confidence and co-operation which was so evident among the children themselves at the actual time of the test.

Assisted by two County Health Department nurses, the serum was administered by Dr. Marcus Newcomb, superintendent of the Fairview Sanitarium and leading authority on tuberculosis in the county; and by Dr. Bruce Dickson, school physician.

Tuberculin testing programs are in a measure pioneer projects in this vicinity, and the success with which Cinnaminson was carried through was very gratifying to all concerned.

ARMISTICE DAY



With Europe again torn by the ravages of war, Armistice Day this year has an added significance to the people of the United States. In 1918, we celebrated the occasion to mark the conclusion of the prior World War. Today, let us celebrate in thankfulness that we are still at peace. Let us also firmly resolve to remain in this happy condition.

If our heroic dead have taught us to stay out of European entanglements then, "these dead shall not have died in vain."

WELFARE RUMMAGE SALE

The Riverton-Cinnaminson Welfare Association will hold another of its famous rummage sales all day Thursday, November 16, at a store in the Collins building, Riverton.

Any one having rummage to donate is asked to leave it at the Welfare office, rear 609 Main street, The New Era building, or phone Riverton 284 and it will be called for.

THANKS!

I want to publicly acknowledge the sincere and untiring efforts of the entire Republican County Committee and all their many workers as well as the thousands of citizens who supported the Republican candidates at the polls.

The success of all Republican candidates in Tuesday's election proves the adage that "in unity there is strength."

A Republican victory in 1939 forecasts a Republican President in 1940.

FRANK A. SNOVER,
County Chairman.

Ward, Mervine, Landgraf Win

Mayor John F. Ward was re-elected to another term of office in Palmyra when he defeated Howard Powell, Democrat, 1077-519 in the Mayoralty race on Tuesday. Powell carried the 1st and 3rd districts, but was beaten in the three others.

The two Republican Councilman candidates, Charles K. Mervine and John Landgraf easily downed their Democratic rivals, Edward L. Kunkle and William H. Leyhrer. Mervine was high man on the ticket with 1089 votes.

George A. Cross was elected justice of the peace without opposition.

The proposed bond issue was approved in the 1st and 5th districts, but lost out in the remaining three, the net result being that it was defeated locally 476-399.

At the meeting of the Cinnaminson Township Committee scheduled for Tuesday night of next week, the various committees appointed to consider a zoning ordinance will render their reports.

Mayor Biddle Is Re-Elected

Mayor H. McIlvain Biddle, receiving a fine vote, was re-elected to office at the General Election on Tuesday, being named on 694 ballots.

J. W. Sylvester and Nathan Lane, Jr., were re-named members of the Borough Council. None of the three members of the governing body-elect were opposed, a fine tribute to the present administration.

William H. Bottger and J. M. Coddington were elected justices of the peace without opposition.

Bond Issue Defeated

The proposed bond issue received a bad setback, there being 367 votes cast against the proposal as compared with 153 in favor. The voting was somewhat lighter than in the primaries, only slightly over half of those registered taking the trouble to go to the polls. A total of 882 ballots were cast, as compared with a registry list of 1,575.

The tally was completed first in the third district.

As usual there was a miscellany of scattering votes for coroner and justice of the peace. Dr. S. Emlen Stokes also received a number of ballots for State Senator.

COUNTY VOTE

(94 Districts Complete)
Unofficial

State Senator	
Eastwood, R	20,346
Page, D	7,497
Assembly	
Stackhouse, R	19,880
Cowperthwait, D	6,680,
Freeholder	
Chant, R	20,423
Church, R	20,334
Atlee, D	5,306
Gill, D	6,858
County Clerk	
Adams, R	19,740
Moyer, D	7,460
Coroner	
Tomes, R	17,441

(82 districts)

FOOD SALE

Come one! Come all! Home made food for sale, Parish House, Christ Church, Riverton, Friday, November 10th, 1 p.m. to 4 p.m. The affair is being conducted by the Woman's Guild of the Church.

THANK YOU, MAYOR!

The following gracious letter concerning the 50th Anniversary Edition has been received by The New Era from Mayor H. McIlvain Biddle, of Riverton:

The New Era, Inc.
Gentlemen:

After reading the anniversary number of The New Era and studying the numerous pictures of our town of yesterday I had much pleasure in reminiscing.

The staff of The New Era should feel justly proud of the work they have accomplished and I take this opportunity, on behalf of the citizens of Riverton and for myself, of congratulating you all on the success of your enterprise.

Sincerely,
H. McIlvain Biddle,
Mayor.

Obert Named In Cinnaminson

Joseph L. Obert, Republican candidate for member of the Township Committee in Cinnaminson ran into unexpected opposition in the General Electon, when Herbert Dinges, defeated Republican candidate at the primaries ran a sticker race on the Democratic slate.

Obert carried the 1st and 3rd districts, the latter by the margin of 200 votes. Dinges ran strong in the second, but this was not sufficient to overcome the Obert lead. The latter's tally was 449 to 324 for Dinges.

Harold R. West, Republican candidate for Township Clerk, polled 597 votes without opposition.

The bond issue resulted in a tie, there being 170 votes cast pro and con.

NATIONAL DEFENSE

Dr. J. Iredel Wyckoff, past department commander of the New Jersey American Legion and captain in the 114th Infantry, will speak on the subject "National Defense" at the regular meeting of Post Frederick M. Rodgers on Tuesday, November 14.

The Ritual Team will present the ten o'clock Ritual at the P. O. of A. meeting on Thursday evening.

Members of the Post will attend the service at the Methodist Church on Sunday evening.

REPUBLICANS IN BIG MAJORITY

G. O. P. Candidates Command Local Situation in General Election

As predicted, the Republican candidates swept the General Election in this section in comparatively light voting in most districts. The G.O.P. majority was tremendous hereabouts with Harry E. Moyer, Democratic candidate for County Clerk, leading the defeated Democratic slate.

The Republicans carried the 11 election districts in Riverton, Palmyra and Cinnaminson by wide margins.

Riverton

In Riverton, Howard Eastwood, for State Senator, polled 639 votes as compared with 116 for his rival Russell Y. Page. Stackhouse had a margin of 547 over Cowperthwait, while Chant and Church, for Freeholder, polled 640 626 respectively. Moyer, a native son, cut into the Adams vote, the Democrat getting 261 as compared with 506 for the present Freeholder.

Tomes, for coroner, polled 654, leading his ticket.

Cinnaminson

Palmer L. Adams, winner of the County Clerk battle, was the choice of 548 voters in Cinnaminson, while Moyer mustered only 195. Church ran considerably behind Chant in the Freeholder competition, but both G.O.P. standard bearers were considerably in the van of their Democratic rivals. Eastwood defeated Page over two to one, while Stackhouse ran nearly four to one ahead of Cowperthwaite.

Palmyra

Despite a local contest and rumors of strong Democratic strength, the five Palmyra districts swung into the Republican column with the opposition strength most pronounced in the fifth district.

Eastwood polled 1,167 votes as

(continued on page 4)

Work Started On Post Office

Actual construction operations were started on the new Riverton post office, Main street, when a group of surveyors laid out markers for the foundation on Monday of this week.

On Tuesday morning a large motor shovel began excavation work and this phase of the project has been continued rapidly.

An office and shop for use of the contractor has been constructed at one corner of the lot and the entire site is one of great activity.

As yet no announcement has been made concerning the probable date for the completion and dedication of the new building.

ABOUT TOWN

The East Riverton and Parry Fire Companies responded to an alarm for two grass fires in East Riverton on Friday morning of last week. Both were extinguished without damage.

—o—

The local police departments report that no damage was caused by Hallowe'en pranksters and wish to express their appreciation to the younger generation for their cooperation.

—o—

Mrs. Henry Drier, of 725 Garfield avenue, Palmyra, suffered lacerations of the forehead when she tripped on the curb near the Riverton railroad station on Friday morning of last week.

Westfield Friends' School

Dr. Parry Scott, of Beverly, entertained the children of the school and a number of the parents last Friday morning during the assembly period, with movies in technicolor of the pageant and given by the school last spring. The pictures were excellent and from the expression of the audience were much enjoyed and appreciated.

Other numbers on the program consisted of songs by the different music classes, original poems and book reports were read by the upper grade children; the second and third classes explained their study of animals throughout the world; and the kindergarten and first grade did interpretive rhythms which the audience guessed. Nancy Ritschard was the chairman of the meeting assisted by Richard Gideon.

Many of the guests remained for luncheon which followed the assembly.

Several members of the faculty attended the Regional Conference of the Progressive Education Association which was held in Philadelphia last week-end. Dr. William H. Kilpatrick and Dr. Carolyn Zachry were two of the outstanding contributors of the conference.

On Thursday, November 16th, parents and friends of Westfield Friends' School are invited to a tea at the school at 3.30 at which time Miss Dorothy Cadwallader, of Trenton, will speak on, "Books Your Children Will Enjoy," and will show the books talked about. Miss Cadwallader is an acknowledged authority on children's books, and we are most fortunate to have her come to our community.

GAME SEASON OPENS TOMORROW

Predicting full game bags for licensed sportsmen participating in the upland game season which opens on Friday, November 10, and closes on December 15, the State Fish and Game Commission urges hunters to utilize extreme care to prevent gunning accidents and forest fires while in the fields and woods.

Rabbits, hares, male ring-neck pheasants, ruffed grouse and squirrels will be in season throughout the state during the open upland game season. Shooting of female pheasants is prohibited by law. Quail may be taken in all counties with the exception of Passaic, Bergen, Essex Hudson and Union counties. Daily bag limits include 10 quail, 6 rabbits, 6 gray squirrels, 3 ruffed grouse, 2 male pheasants (30 in season). Hunters must conspicuously display the button bearing the same number of his license on outer clothing.

Liberations

The State Fish and Game Commission has generously liberated thousands of rabbits, pheasant and quail throughout the state during the past year for the benefit of licensed hunters. This coupled with the fact that a good nesting season considerably aided the natural propagation of game birds and animals, assures a successful season.

Sportsmen were asked to pay particular attention to the disposal of lighted matches, cigarettes, cigars and pipe ashes while in the fields and woods to prevent fires. Cooperation of all hunters in protecting the personnel of the CCC Camps of the State by not hunting within range of the various Federal work project camps, was also requested.

The commission issued a special appeal to hunters to prevent careless and reckless handling of loaded guns, which is the chief cause of most hunting accidents.

WELFARE COUNCIL MEETING

There will be a meeting of the Executive Committee of the Burlington County Welfare Council at the Willows in Mount Holly, on Monday, November 13, at 12.30. Miss Marion Anderson, president and Mrs. Robert Sim, program chairman, will officiate at this meeting which will be devoted to planning the year's schedule for the council.

The Cinnaminson P.T.A. will hold a roast beef dinner in the school on Wednesday, November 15, from 5 to 8 o'clock.

ABOUT XMAS SEALS

The Burlington County Tuberculosis League will inaugurate a radical change this year in the role of the schools in the Christmas Seal campaign against tuberculosis. Christmas Seals will not be sold in the schools. In accordance with practices approved by educators and utilized in the majority of counties, each child will be given a double-barred cross bangle pin. In return for it he may donate one penny or as many as he can afford to.

Dr. Louis J. Kaser, county superintendent of schools, has expressed his approval of the plan. He states that it correlates nicely with a teaching unit on tuberculosis prevenion, called "The Message of the Double-Barred Cross" which was supplied to the schools in September by the Burlington County Tuberculosis League, and which was endorsed by Dr. Kaser and by Dr. Allen G. Ireland, Director of physical and health education, New Jersey State Department of Public Instruction.

Student Interest

"This story on tuberculosis and its prevention and the part played by the double-barred cross, international badge of the drive against tuberculosis, is prepared in interesting form for use in grade and high schools," Dr. Kaser said. "It is important to interest students in the tuberculosis campaign. They represent the groups in which lies our greatest hope for control of the disease. By increasing our efforts in this group, breakdowns from tuberculosis may be averted."

The use of bangle pins in the schools instead of Christmas Seals has advantages in addition to the educational aspects. It will be far simpler for the teachers to manage, and the temptation for pupils to resell the Seals is entirely eliminated.

8,000 EXPECTED NOVEMBER 23

Elaborate Program Planned for Dedication of P.H.S. Stadium

Preparations are being made for an impressive dedication ceremoney for the new Palmyra High School football stadium by the committee of the Palmyra Board of Education, headed by Carl Lutz, chairman.

The affair will take place on Thanksgiving Day, November 23, when the exercises will begin promptly at 12 noon. The football classic with Riverside will follow.

The stadium, which will be completed by that time, has seating accommodations for 3,300 people, while wooden stands on the opposite side of the field will hold over 1,000 additional.

Guests

A representative from the Works Progress Administration will formally present the stadium to Leonard R. Baker, president of the local school board and various prominent speakers will be heard.

Among those expected to be present are: Mayor John F. Ward, of Palmyra and members of the borough council, Louis J. Kaser, county superintendent of schools; members of the boards of education from bending districts and celebrities from state and county.

The athletic world will be ably represented by the following:

Lena Blackburne, coach of the Philadelphia Athletics; Byrum Samm and Walt Newton ,radio commentators through the Atlantic Refinery Company; Bert Bell, coach of the Philadelphia Eagles and Davy O'Brien, of the Eagles; Bill Philla, promotion manager of the Phillies; Jim Flood, of the Athletics. Among the sporting writers expected to be present are Tom Ryan, Camden Courier; Jim Isaminger, Inquirer, and Al Horwtiz, Ledger. An effort is being made to obtain Bill Crowell, dean of football officials of Philadelphia. Additional guests who have been invited are George Munger, Penn Coach; Fred Swan, Temple coach, and Clipper Smith, Villanova coach.

Also expected to attend this affair is Frank Terry, the first athletic coach of Palmyra High School. He is at present the soccer coach at Northeast High in Philadelphia.

Crowd of 8,000

A crowd of 8,000 is expected to attend the dedication and the police departments of Palmyra, Riverton and Riverside will aid in handling traffic. The citizens of this vicinity are urged to attend as the new stadium is for the people of the town and it will be an important factor in the future. The ceremony will start promptly at 12 noon, in order that the annual football game can get underway by 1 p.m. The contest will be completed about 3.30 thus enabling people to arrive home in time for their Thanksgiving dinner.

A special program is being published by the high school alumni association for this battle and will contain pictures and facts about both teams. The proceeds of this program will go toward the high school activity fund.

"LUXIMETER' SHOWS PROPER PASTEURIZATION

The "luximeter," a new electrical instrument for determining whether or not milk has been properly pasteurized, has just been announced by General Electric engineers. It is expected to give a more accurate estimate of color values, which are the bases of Chemical tests, than the former method of visual comparison of color variations.

Here is another process in which science, by the aid of electricity, arrives at more accurate deductions than are possible with human agents, remarks the New Jersey Public Utility Information Committee. The new device is small and portable, since it weighs only two pounds, and can be used in health departments and dairy laboratories.

ABOUT TOWN

The Fiftieth Anniversary Edition of The New Era erroneously stated that C. Morris Beck, chief of the Palmyra Police had been connected with the department for over fifty years. He has been a law enforcement officer in that community for 27 years.

PORCH CLUB

For the Garden Section meeting scheduled for November 21st at 2.30 p.m. we have been fortunate enough to engage Mr. Winston E. Parker who will talk to us informally. He will cover phases of garden work of timely interest, especially those pertaining to transplanting and pruning of shrubs and general care of trees and lawns.

A Cornell graduate, he brings to this community some new and very modern ideas. He has served for the past three years as an officer in the National Shade Tree Conference and as a member of the Executive Board of Shade Tree Commissions. Locally he has had charge of shade tree problems for Moorestown, Haddonfield and Mount Holly.

—o—

Charles Goren lectured on the subject of "leads" in his talk on Thursday morning the 2nd. He will continue this subject in his next lecture Thursday, November 16th, at 10.15 a.m. Mr. Goren will be pleased to answer any bridge problems the members submit to him in writing. Questions can be given to members of the committee.

—o—

The monthly business meeting of the Porch Club was held on November 7th, followed by an interesting talk "More Power to You" by Miss Helen Farrell of Public Service, who in a vivid manner, described the repair, care and use of electrical equipment.

Nineteen new members, who have joined the Club this fall, were present, and received a special welcome from the older members.

A handsome silver tray, the gift to the Club of the former Junior Section, was used on the tea-table for the first time.

ABOUT THE COUNTY

Decision of the New Jersey Court of Errors and Appeals in setting aside a verdict favoring the payment of back salary alleged to be due the county clerk of Somerset county is believed to have considerable effect on a similar suit brought in Burlington county by Clerk Lawrence G. Mingin.

The state court ruled recently, according to Christopher N. Pedito, county solicitor, that an act which sets the census of 1920, rather than 1930, as the figure by which county officials' salaries are to be paid, is constitutional.

—o—

New Jersey National Guardsmen are spending this week at Fort Dix in intensive war games. The training course, recently announced by Guard officials, is the result of the training in New York state last summer, it was said, when many weaknesses in the National Guark work were uncovered.

—o—

Payment of a fourth, and final, dividend to depositors of the Mount Holly National Bank was announced last week by Spencer L. Haines receiver of the institution that ceased business during the time of the bank moratorium in 1933.

The final dividend, Haines said, will amount to 9.45 per cent of deposits, and has been approved by the Comptroller of the Currency in Washington, D. C. The payment will make a total of 52.45 per cent of deposits that has been paid depositors.

SUPPER

The Ladies Auxiliary of the Delaware Fire Company No. 2, of East Riverton, will hold a sauer kraut supper at the fire house on Saturday evening, November 11 from 5 to 8 o'clock. The price is 50c. The public is cordially invited.

NOW SHOWING — ALSO

SAYAR MARKET at BROADWAY

New MARCH OF TIME

THE ROMANCE OF HOLLYWOOD FROM BATHING BEAUTIES TO WORLD PREMIERES!

DARRYL F. ZANUCK'S production of

HOLLYWOOD CAVALCADE

IN TECHNICOLOR

Starring Alice FAYE Don AMECHE

I. Edward BROMBERG ALAN CURTIS STUART ERWIN JED PROUTY BUSTER KEATON DONALD MEEK GEORGE GIVOT EDDIE COLLINS

25c to 5 P.M.

FOX RIVERSIDE

NEW LOW EVENING PRICE 25c

Thursday, November 9

Joel McCrea - Brenda Marshall in "ESPIONAGE AGENT"

Friday and Saturday, Nov. 10 - 11

SHEARER CRAWFORD ROSALIND RUSSELL The Women Mary ROLAND - Paulette GODDARD

Extra Added Saturday Matinee Jane Withers in "BOY FRIEND"

Sunday and Monday, Nov. 12 - 13

Dancing Co-ed with LANA TURNER ARTIE SHAW and HIS ORCHESTRA

—Extra Added— Timely and Authentic! "THE WARNING"

Tuesday, November 14

2—First Run Features—2

Preston Foster in "NEWS IS MADE AT NIGHT"

—and—

"SPEED TO BURN"

Wed. - Thurs., Nov. 15 - 16

ALL QUIET ON THE WESTERN FRONT

The UNDERSIGNED Verdict!

PALMYRA

DIRECTION VICTORIA AMUS. CO.

Matinee Daily at 2.00 p.m.

Evenings 7.00—9.00 o'clock

THURSDAY, November 9

Double Feature

BETTY GRABLE and JACKIE COOGAN in Million Dollar Legs

—Also—

"CHARLIE CHAN AT TREASURE ISLAND"

Free Gifts to the Ladies

FRIDAY and SATURDAY

November 10 - 11

NORMA SHEARER JOAN CRAWFORD and ROSALIND RUSSELL in The Women

Please Note: Owing to the length of this feature we will start our evening shows at 6.30 o'clock.

—Saturday Matinee Only—

JOHNNY MACK BROWN in "THE OREGON TRAIL"

MONDAY and TUESDAY

November 13 - 14

Dancing Co-ed with LANA TURNER ARTIE SHAW and HIS ORCHESTRA

MONDAY—Free to the Ladies Choice of any one article of the Crystal Console Set while they last.

WEDNESDAY, November 15

ONE DAY ONLY

Introducing GLORIA JEAN (this little girl will steal your heart) IN The Under-pup with ROBERT CUMMINGS and C. AUBREY SMITH

PALMYRA SCHOOL NOTES

Grade School News

The second grade, taught by Doris MacFarland, held a Hallowe'en party, Tuesday from 3 to 4 o'clock. Mothers were invited. Refreshments were served and the program consisted of a play, songs, poems, stories, and games.

—o—

In the Spring Garden and Cinnaminson Avenue schools there has been keen competition for the Savings banner which is awarded each week to the class having the largest percentage of children depositing. On October 10th, Miss Haney's class won the banner with 51.8 per cent on October 17th and 24th, Mrs. Chambley's class won with 60 per cent depositing. Miss Durgin's Kindergarten was a close second with 59.00 per cent.

In the grammar school Mr. Whitcraft's seventh grade won the banner with 75.9 per cent. Mr. Bogia's group raised their 32 per cent for last week to 69 per cent this week.

—o—

The sixth grade taught by Marian Ayers have organized an Art club which meets every Thursday for an hour after school. Nearly all the children in the room have joined the club. They are now making chalk and charcoal sketches of Japanese landscapes.

—o—

The German classes taught by Caroline Feiler were shown sound films on Monday. They were: "Along the Rhine," "Germany the Land of Beautiful Castles," and "Grape Festival in Germany."

—o—

Monday, the girls' hockey team played at Burlington high school. They won with a score of 3-2.

—o—

The junior class has chosen its officers as follows: president, William Wentzel; vice president, Edmund Czarzasty; secretary, Thelma Purnell; treasurer, Earl Van Emburgh; historian, Robert Cooper. John Perry is the class adviser.

—o—

The senior class has elected the following officers: William Mickle, president; John Van Emburgh, vice president; Marjorie Dimon, secretary; William Mathews, treasurer; Mary Hawa, historian.

Charles W. Ray was chosen adviser

P.O.S. of A. NEWS

Armistice Day celebration this year will be observed with a visit to Four Mile Colony.

The county association will present a Boy Scout Flag to the Colony troop. Following the presentation those present will be shown through the institution. Members and friends meet at the colony entrance at 1.30 p.m. on Sunday, November 12.

Washington Camp No. 23, is arranging for another grand evening to be held on November 27. Members be on the lookout for further announcements in this paper.

—Reception Committee.

LOCAL LADIES ASSIST Y.W.C.A. COUNTY FAIR

Appreciation is extended to the Riverton women, working under the guidance of Mrs. Howard S. Coe, for the attractive linen table which netted $50 of the nearly $450 raised at the County Fair and Chicken Pie Dinner held at the Moorestown Community House on November 2 for the benefit of the Burlington County Y.W.C.A.

Mrs. John W. Thacher, of Moorestown, was general chairman; Mrs. William Grobler, of Moorestown, dining room chairman and Miss Gertrude M. Brick, of Crosswicks, kitchen chairman.

Among the local women who assisted in various ways were Mrs. G. E. Krusen, Mrs. Ralph Charlton, Mrs. Nathan Lane, Mrs. Murray C. Boyer, Mrs. Alexander C. Wood, Jr., and Miss Helen E. Woolman.

Wood & Kindling Wood FOR SALE

A. RICKETTS

Telephone Riverton 104

NINETY-FIVE FROM COUNTY AT CONVENTION

To her great gratification, Mrs. Richard Burtis, chairman of the Burlington County Council of Parents and Teachers, announced a registration of ninety-five delegates and guests from the county at the recent State Convention in Atlantic City

This was a record attendance from the county at a convention which exceeded both in size and interest any preceding event of the kind in the state. It indicates an increasing active interest in a work for children and young people which is fast becoming one of the great social movements for democratic advancement and education of our generation, with ninety-five persons privileged to share in the opportunities for inspiration and learning which the State Convention always offers, the county and local work is bound to make a sharp advance in effectiveness and value.

Publicity Luncheon

The next outstanding event of county-wide importance in the P.T.A. will be the publicity luncheon at Medford Lakes on Thursday, November 16th. Speakers of particular and pertinent interest have been secured, and the publicity books of the local associations will be on display.

An excellent luncheon will be served by the management of the Log Cabin Lodge. Price 75 cents per person; time 12.30 promptly. Mrs. Eric Warnick, county publicity chairman, is very anxious that all local associations be well represented at what promises to be a delightful social occasion as well as an inspirational and helpful one. Reservations for luncheon should be made by Monday, 13th, to Mrs. Eric Warnick, Riverton, N. J., Phone Riverton 393-W.

WILL PREACH GOSPEL

Robert Coston, 512 Broad street, Riverton, has just received his Evangelist's License of the Union American Methodist Episcopal Church, following his successful examination by the District Conference of the organization. He is thereby authorized to preach and expound the scriptures.

Mr. Coston has been a resident of Riverton for 30 years.

AUXILIARY MEETING

The Palmyra Branch of the Zurbrugg Memorial Hospital Auxiliary will hold its monthly meeting at the nurses home, Riverside, on Thursday, November 16.

This session is planned in answer to a call for assistance with hospital mending. Bring your thimble and a box lunch. Dessert will be served by the hospital.

Any members who can assist in this work are requested to meet at Palmyra Station at 10.15 a.m.

FINGER WAVING MARCELLING MANICURING HAIR CUTTING HAIR TINTING BLEACHING SCALP TREATMENT FACIALS and DUART METHOD of Permanent WAVING

BETTY PETTY BEAUTY STUDIO

519 Cinnaminson Ave, Palmyra

Phone 480

Cinnaminson Parent-Teacher

Roast Beef Supper

Served 5 to 8

Wednesday, Nov. 15

AT THE SCHOOL

MENU

Roast Prime Ribs of Beef

Sweet Potatoes Fresh String Beans

Cole Slaw Rolls and Butter

Apple Pie and Ice Cream

Coffee

Adults 60c Children 35c

OBITUARIES

JAMES COLLINS

James Collins, one of the old residents of Riverton, died at his home at Ninth and Main street, on Wednesday night, November 1st, aged 90 years. Funeral services were held Saturday at the Bethel A.M.E. Church in Beverly, where he had always been a very active member.

He is survived by his wife, Amanda, five children and ten grand children.

EMMA A. BRADLEY

Funeral services for Mrs. Emma A. Bradley, who died at her home, 420 Morgan avenue, Palmyra, on Tuesday, October 31, were held last Saturday afternoon at the Snover Funeral Home, with interment at West Laurel Hill Cemetery, Philadelphia.

Mrs. Bradley, sister of the late Albert N. Stewart, was in her 93rd year and is believed to have been, at the time of her death, Palmyra's oldest resident. She came to Palmyra, from Philadelphia, in 1907, and has been a much-loved member of this community ever since that time; was an active member of the Epworth M. E. Church all during her residence here.

Mrs. Bradley is survived by her two daughters, Mrs. Adelaide B. Nichols, and Mrs. Zennie I. Orcutt, both of the Morgan avenue address; five grandchildren, four great-grandchildren and one great-great granddaughter.

During the later years of her life, Mrs. Bradley was privileged to have four generations represented in her home—herself, her daughter, Mrs. Orcutt, her granddaughter, Mrs. Charles A. King and her great-grandson, George Everett King.

BICYCLE RIDERS TAKING PLEDGE

Bicycle riders are "taking the pledge."

The Keystone Automobile Club made known in a bulletin this week that upward of 5000 girls and boys, in this and adjoining states, have already signed the safe cycling pledge distributed by Keystone's Safety Department in an effort to halt the rising tide of bicycle accidents.

"There has been a constant demand for the Club's newest publication, 'Safe Cycling,' since announcement a few weeks ago that it was available to schools and individuals," said Edward P. Curran, safety director. "The first run of 50,000 copies was quickly exhausted, and a new supply is now being printed to keep pace with the demands.

Pledge Cards

"Pledge cards signed by boys and girls who ride cycles, promising to obey the rules of safety, are pouring into the main and branch offices of the club. A bronze lapel insignia is given to all cyclists signing the pledge, and distribution of the insignia is nearing the 5000 mark, necessitating a doubling of the order for safety badges.

"We are greatly pleased by the acceptance of 'Safe Cycling' by educators, parents and children. The enthusiastic endorsements indicate that the publication, containing all the rules pertaining to safe operaton of cycles, together with a message to parents, fill a long felt want in this phase of the safety problem.

"The club has waged a continuous battle against child highway accidents for many years, and its present campaign for safe cycling gives promise of meeting with the same success attendant upon its promotion of child safety through education and Safety Patrols in the schools."

BUSINESS

Denoting a brighter outlook for the business future are indications that a boom is beginning in what retailers call "luxury merchandise," furs, jewelry, silverware and the like. In various parts of the country jewelry sales are running from 32 to 73 per cent ahead of last year. Fur sales are up 28 per cent and 18 per cent more silverware is being sold. All this spells returning confidence with a capital C. For merchandise of this sort requires a greater than average outlay of cash, or else purchase on the installment plan. And most people are reluctant to commit themselves financially to such an extent unless they have a pretty secure feeling that their jobs and earning power will not slack off for some time.

THINGS TO WATCH FOR

The "Turkeyfurter" a casing filled with minced turkey, for Thanksgiving supper—if eaten in a roll, it could be garnished with cranberry sauce, instead of mustard . . . the "Pet-O-Mat" for dogs and cats whose owners are away from home during feeding hours; it is a germproof metal container for the pet's food dish, the lid of which is released by a built-in alarm clock . . . New way to make costume jewelry serve a practical purpose—with brooches, pendants, bracelets and rings that hide a small coin clip . . . plastic books, rust-proof, for shower curtains . . . cotton and mud houses; the Farm Security Administration's low-cost farm home projects are using native building materials with idea of evolving the type of house that can be erected most advantageously in each locality—cotton in Alabama, cedar in Northwest, adobe in Arizona.

Enterprise + Credit = Bargains

CUSTOMER: "You always have such attractive bargains. How do you do it?

MANAGER: "Bank credit enables me to buy the newest and best merchandise at the most favorable prices possible."

* * *

Can you use bank credit constructively? If so, see us.

Cinnaminson Bank and Trust Co.

Riverton, N. J.

RIVERTON

Miss Jane Blackwell and Miss Mary Sanford, are spending 10 days in Florida, having made the trip by train.

Mr. and Mrs. Howard G. Taylor, Jr., and daughters Barbara, Rebecca and Margaret and son Howard Taylor, 3rd, of Riverton, were among those recently registered at the Chalfonte-Haddon Hall.

Mrs. Anna T. Denneler announces that the weekly card party of the Rivertown Ladies Club will be held today (Thursday) at 2 o'clock at the home of Mrs. William Cunningham, of Burlington.

Jack Yost, son of Mr. and Mrs. Charles H. Yost, of Thomas avenue, is captain of the soccer team of the fraternity, Phi-Kappa-Psi at Bucknell college. The team is undefeated at present.

Mrs. Margaret McCurdy, of Elizabethtown, spent the weekend with Mr. and Mrs. Samuel Phmly, of Broad street.

Mr. and Mrs. Charles H. Yost, of Thomas avenue, spent Saturday visiting their son Jack, who is a sophomore at Bucknell, at Lewisburg, Pennsylvania. Saturday was Father's Day at the college.

The Ladies Aid will hold their meeting at the home of Mrs. Edward Borer, of Main street, on Friday evening.

Mrs. A. E. Conlow, of Lincoln avenue, Palmyra, was the winner of hte Sacred Heart Miscellaneous club last week.

Mrs. Ruby Freer, of the Burlington County Tuberculosis League will be the guest speaker at the regular meeting of the Sacred Heart P.T.A. to be held this afternoon (Thurday).

Mrs. Charles Evans, of Chester avenue, Cinaminson, entertained the Cinnaminson Auxiliary of the Zurbrugg Hospital at her home on Tuesday evening of this week.

Mrs. Elizabeth Evaul, of Harrison street, has returned home after spending a few days with friends in Pemberton.

Miss Bernice Herker, of the Burlington Pike, entertained the Psi-Chi-Delta soriety at her home on Tuesday evening.

REPUBLICANS IN BIG MAJORITY

(continued from page 1)

compared with 412 for Page. Stackhouse won by a similar margin as did all other candidates on the winning ticket.

Tomes, for Coroner, polled 1,212 votes giving an indication of the Republican strength.

The voting in Palmyra was fairly heavy, in some districts nearly 70 per cent of those registered making their appearance at the polls.

PENNY SALE

For the Benefit of Charity

On Friday, November the 17th, the B.V.M. Sodality will hold its annual Penny Sale, in the auditorium of the Sacred Heart School.

Miss Mary Casey is chairlady of the prize committee, and reports that many useful prizes as well as novelties will be chanced off at the sale.

For an admission fee of 25 cents each person is given 25 chances, and may take a chance of any item on the stand.

Proceeds of this sale will be used to buy Christmas baskets, clothing, and presents for the needy.

OBITUARY

Sarah K. Kitchen

Mrs. Sarah K. Kitchen, of 44 Rowland street, died on Friday, November 3, at the home of her son, David.

Funeral services were held on Monday at 10 a.m. from the Snover Funeral Home, the Rev. William A. Boyd officiating.

Interment was made in Arlington Cemetery, Philadelphia. Mrs. Kitchen is survived by her son, with whom she made her home and two grandchildren.

GENERAL ELECTION RETURNS

November 7, 1939

	1	2	3	tot.	1	2	3	4	5	tot.	1	2	3	tot.
	RIVERTON				PALMYRA						CINNAMINSON			
STATE SENATOR														
Howard Eastwood, R	206	224	209	639	133	239	314	306	173	1167	190	62	195	447
Russell V. Page, D	44	35	33	116	97	61	61	70	103	412	39	101	50	201
MEMBER OF GENERAL ASSEMBLY														
A. M. Stackhouse, R	206	223	218	647	132	244	317	305	170	1168	197	136	196	549
E. R. Cowperthwait, D	44	35	31	100	75	51	67	62	92	347	37	65	39	141
COUNTY CLERK														
Palmer L. Adams, R	155	180	171	506	136	206	305	290	182	1119	193	157	198	548
Harry E. Moyer, D	108	79	74	261	82	62	88	79	101	412	47	107	41	195
FREEHOLDERS														
John M. Chant, R	191	229	220	640	133	235	317	303	169	1157	204	141	179	524
LeRoy Church, R	189	233	214	636	142	222	331	300	170	1165	190	137	169	496
C. Biddle Aitken, D	54	39	36	129	69	62	61	65	97	354	37	67	39	143
Roy F. Gill, D	54	38	29	121	83	59	68	61	97	368	50	94	59	203
CORONER														
James J. Tomes, R	213	227	214	654	133	249	329	316	185	1212	202	143	190	537

IN MINSTRELS

FRANK J. GOODWIN

Riverton man who will appear in the Public Service Minstrels to be given here for the benefit of both the Palmyra and Riverton Fire Companies.

THANKS

The New Era takes this opportunity of thanking its readers for the many kind messages of congratulation concerning the 50th Anniversary Edition.

The response on the part of the general public has been exceptionally gratifying.

Health Question: Is pallor always an indication of anemia?

Doc Says:

Paleness or pallor of the skin is not infallible index of anemia. Conversely, a person with a ruddy complexion may possibly be anemic.

The color of the skin is determined by several factors: its pigment; the amount of blood in the skin capillaries; the closeness of the capillaries to the surface; and the texture of the skin.

An anemic person has either an insufficient number of red blood cells or an inadequate amount of hemoglobin, red coloring material in the blood.

Anemia can be diagnosed accurately after a blood examination has been made. Those who think that they themselves, or their children, are anemic should have a blood examination made. Too often useless commercial "remedies" are taken following a self-made "diagnosis" of a pallid complexion as anemia.

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

Spirella FOUNDATION GARMENTS

Corsets, girdles, brassieres or one-piece garments . . . designed exclusively for your figure at its best.

Mrs. L. M. McCamy

Corsetiere and Manager

745 Highland Avenue Palmyra

Phone, Riverton 927

BOROUGH OF RIVERTON

	1	2	3	Tot.
MAYOR				
H. McIlvain Biddle, R	228	239	227	694
COUNCIL				
W. Sylvester, R	222	240	229	691
Nathan Lane, Jr., R	221	230	233	684
JUSTICE OF THE PEACE				
William H. Bottger, R	209	226	230	683
J. M. Coddington, R	191	214	219	624
BOND ISSUE				
Yes	49	39	65	153
No	123	141	101	367

BOROUGH OF PALMYRA

	1	2	3	4	5	Tot.
MAYOR						
John F. Ward, R	96	219	319	306	137	1077
H. Bowers, D	129	81	80	72	157	519
COUNCIL						
C. K. Mervine, R	108	217	325	291	157	1098
John Landgraf, R	109	230	309	307	152	1107
C. T. Rankin, D	89	71	74	68	123	425
W. H. Lechler, D	91	79	69	60	112	411
JUSTICE OF THE PEACE						
George A. Cross	89	77	89	79	115	449
BOND ISSUE						
Yes	71	64	100	96	68	399
No	36	86	139	149	66	476

Legal Notices

BOROUGH OF RIVERTON

NOTICE IS HERERY GIVEN, pursuant to law, that the subscribers, residents and freeholders of The Borough of Riverton in the County of Burlington, State of New Jersey, appointed by the Borough Council of the said Borough to assess the benefits upon, and to determine the damages (if any) to, all lands and real estate resulting from the construction by the said Borough, as a local improvement, of concrete curbs on portions of Highway, Seventh Street, Lippincott Avenue, Fourth Street, Thomas Avenue and Howard Street, in the said Borough, pursuant to an Ordinance of the said Borough adopted May 11, 1939, will meet in the Council Room of the said Borough, situate on the Northeasterly side of Howard Street, between Main Street and Fifth Street, at Riverton, Burlington County, New Jersey, on

TUESDAY, NOVEMBER 21, 1939 at 8 p.m.

for the purpose of assessing the benefits upon, and determining the damages (if any) to, all lands and real estate situate in the said Borough and benefitted or damaged by the construction of the said concrete curbs; at which time and place ample opportunity to be heard upon the subject of said assessment of benefits, and determination of damages, if any, will be afforded by the subscribers to all parties interested in or affected by said improvement.

WILLIAM H. BOTTGER,
ALEXANDER C. SNRADER,
FREDERICK A. LIPPINCOTT,
Assessors.

Dated: November 9, 1939.

Keating's Endorsed Candy

½-lb 30c
lb 60c

L. L. KEATING

Broad and Main Sts., Riverton
RIVERTON

BUSINESS PRINTING

For Every Purpose

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- MAIL PIECES
- BILLS
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- CIRCULARS

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The New Era, Inc.

RIVERTON

GET SET for the COLD SNAPS

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WILLIAMS' FUELS

PROMPT TANK TRUCK DELIVERIES of FUEL OIL right from our own storage tanks here in Palmyra.

COAL and COKE that has a reputation for maximum heat and long burning qualities.

PHONE 1100

H. B. WILLIAMS

PALMYRA

MAIN ST. MARKET

WALD and CARHART, Props.
528 MAIN STREET
Next to Chew's Bakery
RIVERTON
Phone 904 FREE DELIVERY

KELLOGG'S BARTLETT PEARS
No. 2½ size - 3 cans for 73c
$2.90 doz

KELLOGG'S GOLDEN BANTAM SUCCOTASH with WHOLE KERNEL CORN
3 No. 2 cans 43c
$1.70 doz

KELLOGG'S GRAPEFRUIT JUICE
3 No. 2 cans for 25c
98c doz

KELLOGG'S WHITE MEAT TUNA
½ cans - 3 for 59c
$2.35 doz

RINSO ..... 2 lge boxes 39c
RED or YELLOW SWEETS ..... 3 lb 14c
SPINACH ..... lb 5c
BROCCOLI ..... bunch 15c
Cauliflower ..... head 15c
ROSE BUD BEETS ..... bunch 5c
LARGE SIZE ORANGES ..... doz. 25c
LARGE GRAPEFRUIT ... 3 for 20c
LARGE D'ANJOU PEARS ..... 6 for 23c
Extra Large Delicious Eating APPLES ... 4 for 19c
NEARBY FRESH KILLED LONG ISLAND DUCK
5 to 6 lb avg - They Are Delicious
lb 21c
Vogt's City Dressed Fresh SHLDS. of PORK, lb 17c
VOGT'S SMOKED Boneless BUTTS ..... lb 28c
VOGT'S Triple Tenderized HAMS
Shank End, 6 lb avg
Good for Ham and Cabbage
lb 17c
Rib Ends Pork lb 17c
3 lb avg
FELIN'S BACON ½ lb pkg 15c
FRESH Pork SAUSAGE ..... lb 23c
FRESH GROUND BEEF ..... lb 25c
ARMOUR'S QUALITY RIB ROAST ..... lb 29c
JERSEY ROASTING CHICKENS ..... lb 32c
5 to 7 lb avg
JERSEY STEWING CHICKENS
5 to 6 lb avg
lb 29c
ARMOUR'S STAR LEGS of LAMB ..... lb 23c
ARMOUR'S STAR Shldrs Lamb lb 19c
SKINLESS HALF SMOKES ..... lb 25c
KRAFT SPAGHETTI DINNER package 15c
PABST-ETT CHEESE (3 Varieties) 2 pkgs for 29c

PALMYRA TAKES MERCHANTVILLE

Locals Play in Leisurely Manner to Earn 7-0 Decision Saturday

Palmyra High playing under wraps, won from Merchantville, by the score of 7-0 last Saturday at the loser's field, before a crowd of 1500 spectators. The local's defense was impregnable when their goal line was threatened.

The lone touchdown of the game came as the result of a 41 yard drive in the second period as Faunce went around right end to score from the one yard line. From here on Merchantville took to the offense, but the Dimondmen held in several instances when serious threats were made against their goal line.

Palmyra's March

Both elevens showed a stubborn defense in the first period, but Palmyra started to click in the second chukker in a drive from the Merchantville 41. Stickle, gained two yards from the 41, Durgin, went through center for a gain of 8 yards to the Merchants 31, to record a first down.

O'Neill, then picked up six on a double reverse to the 25, Stickle went through for 9, to register another first down and added three on the next play. Durgin, plunged through right tackle to arrive at the ten yard stripe. On the next playe O'Neill, doubled reversed through left tackle to earn 9 yards. Faunce, circled right end for the lone touchdown of the contest. O'Neill, dropkicked the extra point.

Enemy Threatens

Following Palmyra's kickoff Merchantville, threatened as they went from their own 17 to Palmyra's 7, Magee, returned the kick for a gain of 16 yards. A pass from Massey to Thomas was good for 16 more yards. Massey, tried another but it was batted down by the Palmyra gridmen. Another pass was thrown but again incomplete. Gammerino, passed to Magee, as he ran to Palmyra's 7, where he was tackled as the half ended.

The Merchants came back and threatened Palmyra's goal line twice during the last chukker. One drive ended when Lord recovered a fumble on Palmyra's 4 yard stripe, to silence this threat.

On a second occasion Merchantville, took the ball on their own 30 with two minutes remaining in the struggle. On a series of passes they arrived on Palmyra's 25 yard stripe. With less than a half minute to play Dreyer went through center for five yards. He then faded back and threw a pass, but after the pile was finally cleared the pigskin was on Palmyra's six inch linen. The contest ended before another play.

Faunce Stars

In the number of first downs recorded Palmyra had six while Merchantville, had eight. Six of the enemy's were gained by forward passes while the locals obtained theirs by rushing.

Outstanding for Palmyra were Faunce, substitute back and O'Neill, whose fine kicking aided the locals many times throughout the entire battle. Lord, McDermott, and Liberi stood out on the line.

The Lineup

Keen	LE	Thomas
Lord	LG	Russo
VanE'burgh	LT	Sigmond
Washington	C	Ferris
Liberi	RG	Minnick
Calhoun	RT	Plicka
McDermott	RE	Wells
Stickle	QB	Magee
Flornoy	LH	Gammerino
O'Neill	RH	Dreyer
Hoff	FB	Spinner

Score by periods:

Palmyra	0	7	0	0	—7
Merchanville	0	0	0	0	—0

Touchdown—Faunce, conversion—O'Neill.

Substitutions: Palmyra — Grimes for Carhart, Carhart for Washington, Lane for McDermott, Durgin for Hoff, Faunce for Flournoy, Valari, for Liberi, Deltz for Stickle, Trotta for Carhart.

Merchantville—Massey for Dreyer, Pratt for Sigmond, Dale for Russo.

Referee, Clemens, Trenton. Umpire, Solstman, Delaware. Head Linesman, Lobley, Penn.

REPORT OF GAME COMMISSION

The New Jersey Fish and Game Commission announced liberation of 36,824 pheasants, 23,926 rabbits, 5,701 quail, 931 Chukor partridge, 24 raccoon and 161 mallard ducks during the past fiscal year from July 1, 1938 to June 30, 1939, in a summary of activities of the department for the annual period.

A total of 23,926 pheasants liberated were propagated and distributed from the commission's game farms, 7,224 were purchased from dealers for liberation on open lands in the state, and 5,614 were purchased from the public shooting and fishing grounds fund for liberation on state-controlled areas which are open to the public for hunting. Of the quail liberated, 7,343 were raised and distributed from the state's own farms and 2,358 were purchased from dealers and liberated on open lands. The Chukor partridge liberated were propagated at the state quail farm and the ducks were raised at the Rockport Game Farm.

Fish

During the year 515,004 trout over seven inches long were distributed in public streams from the world famous Hackettstown Fish Hatchery, as well as 1,265,100 trout under seven inches; 64,315 bass; 349,005 bluegill sunfish; 94,000,000 yellow perch and 158,000 tadpoles. From Hancock's Bridge Hatchery 94,000,000 yellow perch were distributed, 7,000,000 white perch and 5,824,000 shad.

Fish netted from various reservoirs and distributed throughout the state include 6,741 bass; 484 pickerel; 901 catfish; 6,925 bluegill sunfish; 1,750 perch; 48,828 sunfish and perch; 20,348 white perch; 14,182 yellow perch; 6,446 calico bass; 9,450 shiners; 19 pike; 7,061 sunfish; 1,817 roach; 100 alewife and 400 miscellaneous fish.

Receipts from hunters and anglers licenses totaled $302,290.30 during the year, the commission announced. The market value of all fish and game distributed was fixed at $383,-964.83. During the year there were 955 prosecutions for violations of the fish and game laws, of which 944 were convicted and 11 acquitted.

SPORTS JOTTINGS

Last Saturday was perfect football weather and local fans turned out in large numbers, both for the Palmyra-Merchanville tilt and the Penn-Navy game, there being a large contingent from this vicinity at Franklin Field.

—o—

With the third section of the new high school stadium complete, only finishing touches, including the press box, remain to be completed before the next home game on Thanksgiving Day, when the dedication exercises will be held.

—o—

After seeing some of the miserable athletic facilities of other schools in this section, the Palmyra Board of Education is to be complimented for their far-sightedness in the local stadium project.

OPPONENTS SCORES

Burlington 6, Riverside 0.
Haddon Heights 27, Moorestown 0.
Haddonfield 13, Audubon 6.
Gloucester 27, L. C. Regional 6.
Collingswood 16, Camden 0.

—o—

An extensive campaign to stimulate business during the Christmas shopping season is being planned by the Mount Holly Chamber of Commerce, according to President Robert J. Calden and Benjamin F. Hirshblond, chairman of the Chamber's Retail Committee.

MOORESTOWN ON ARMISTICE DAY

Quaker Team Next Opponent for Red and White; Game Away

On Saturday of this week, Armistice Day, Coach Ken Dimond's Palmyra High School football charges will journey to Moorestown for their annual clash with the Isenberg-coached Quakers of that community.

During the past few years, with Paul, Jr., in the quarterback berth and a strong supporting cast, Moorestown was a power in South Jersey scholastic circles, but graduation has taken its toll and the Quakers have had a poor season thus far, taking it on the chin from Burlington, Riverside and others.

Tie Last Year

Local fans will well remember last year's tilt, when Palmyra, rising to great heights, tied the Moorestonians, when the Red and White had been marked for almost certain defeat.

Revenge should be sweet this year, for the Dimondmen have a definite edge in advance-game dope.

Palmyra played the Merchantville game under wraps, taking no chances on several of the players who have had minor injuries. The Red and White, should, therefore, be able to muster full strength against their opponents and this should easily enable them to win the fracas.

Moorestown, although not a powerhouse, must not be taken too lightly, for the Quakers are always at their best against Palmyra.

BATTLING CASEYS ON ARMORY BILL

A Roman holiday has been declared by the Hanly brothers—Frank and Ray—wrestling impresarios of the Camden Armory, for all those who attend the weekly mat bill in the Camden drillshed. They have spared little expense in getting the Three Caseys to feature Thursday night and each is pitted against a foe worthy of giving them the sternest opposition they have faced in many days.

Steve, the Krusher, is booked for the evening's finale and his opponent is none other than a rival known for his brutality in Dynamite Joe Cox and the match is labeled for two out of three falls with a 90 minute time limit.

A match that will be of interest to the fans is the scrap down as the semi-windup between Tommy Rae, fleet footed Bostonian, and Tom Casey which is to be decided via the one fall route, with a 30 minute limit. Both are rated clean in form of wrestling and if they maintain that form, it will serve well to satisfy the appetite of those who like scientific grappling. The fur should fly in the next bout which brings together Strangler Bob Wagner, the wild and wooly New Yorker and Jim Casey.

Gino Garibaldi, Latin Lambaster with two straight windup victories in as many weeks, will play second fiddle to the Irishmen as he is scheduled to mix with Frank Brunowicz, of Poland, in the second fuss of 30 minutes. The opener is another half hour event, between Allan Eustace, of Kansas, and Eddie Newman, of Chicago.

BURNETT SAYS

Dear Sir:

Please advise how or may we sell 190 proof grain alcohol in large quantities (5 gallons) for the sole purpose of rubbing race horses. We can obtain affidavits from the Belmont stables that same alcohol will be used only externally on race horses.

Yours very truly,
(Name omitted) Drug Co.
October 31, 1939

Gentlemen:

You have taken time by the forelock but are you not somewhat overbullish as to the New Jersey market for horse liniment?

Even so, five gallons at a clip is too much—albeit a horse. The rule, as you know, is no more than one quart at a time.

Hence the affidavit won't help.

Very truly yours,
D. Frederick Burnett,
Commissioner.

Speaking of the Nobel Peace Prize, we think that the medal this year ought to go to the Atlantic Ocean.

—o—

What a break for the school kids in those states which are to have two Thanksgiving holidays this year!

—o—

Privates in the American army are prohibited from marrying. But what better training for a real fight could there be than married life?

RULE TO BAR CREDITORS

Administrator c.t.a. Notice

Estate of SYLVIA B. WILLITS, Deceased.

Notice is hereby given that an order has been made by the Surrogate of the County of Burlington, bearing date the 14th day of October, 1939, upon application of the undersigned, as Administrator c.t.a. of the estate of Sylvia B. Willits, late of the County of Burlington, deceased, to bring in their claims against the said deceased, duly verified, under oath or affirmation, on or before April 14, 1940, or they will be debarred of any action thereafter against the said Administrator c.t.a.

OLIVER G. WILLITS,
Administrator c.t.a.

Proctor: Boyle and Archer.
Dated: October 14, 1939.
10-19 to 11-16

Township of Cinnaminson in the County of Burlington

NOTICE OF SALE OF LAND FOR UNPAID TAXES

NOTICE is hereby given that I, Joseph E. Kating, Collector of Taxes of the Township of Cinnaminson, in the County of Burlington, will expose for sale at Public Vendue, pursuant to the provisions of the statutes in such case made and provided, will on Saturday, the eleventh day of November, A. D. 1939, at the hour of ten o'clock in the forenoon of said day, at the OFFICE OF THE TOWNSHIP COMMITTEE IN THE NORTH SIDE OF BROAD ST., WEST OF POMPTON AVE., EAST RIVERTON, BURLINGTON COUNTY, NEW JERSEY

in said taxing district, all the several lots and parcels of land hereinafter described to make the amounts severally chargeable against the same, as hereinafter set forth, said lots and parcels of land will be sold for the amounts chargeable thereto on the first day of July, 1939, together with interest from said day to date of sale, and cost thereof, to such person or persons as will purchase the same for the lowest rate of interest on redemption, but such rate shall not be more than 6 per cent. per annum.

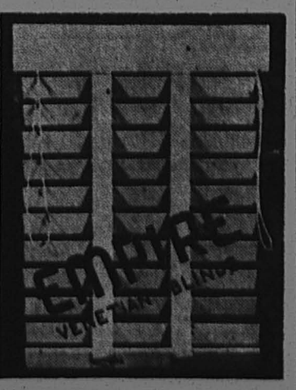
This sale is made under the provisions of an act of Legislature entitled "An Act concerning unpaid taxes, assessments and other municipal charges on real property, and providing for the collection thereof by the creation and enforcement of a municipal lien," (Revision of 1918) being P.L. 1918, p. 283, as supplemented and amended.

The lots and parcels of land to be sold and the names of the owners thereof against whom the said taxes and liens have been assessed and the amounts of the same including interest to July 1st, 1939, are as follows:

	Tax	Int. to July 1st
Fuzco, Felice and Rosina, lot, New Albany		
1938 Taxes	$ 3.96	$ .49
1937 Taxes	3.76	.92
1936 Taxes	3.64	.82
Drinkwater, Richard and Mary, lot 21 Perry, part of lots 1 and 2		
1938 Taxes	3.96	.49
1937 Taxes	3.76	.92
1936 Taxes	3.64	.82
Penimore, Laura Est., lot Palmyra		

Do You Know They Cost

SO LITTLE?



YOUR CHOICE OF IVORY or WHITE SLATS and TAPES

Up to 28 inches wide and 5 feet, 4 inches long $2.95

LARGER and SMALLER SIZES PRICED PROPORTIONATELY

WINDOW SHADES

Purchased Here Are Measured and Installed Free

SCHWERING'S

305 East Broad Street, Palmyra
Phone Riverton 28
OPEN EVERY EVENING
until 9 p.m.

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 6 o'clock Monday mornings.

N. Kusnell, Prop.
RIVERTON, NEW JERSEY
Phone, Riverton 998

START LOOKING NOW for CHRISTMAS

SEE OUR COMPLETE LINE OF FARNSWORTH R.C.A. and ZENITH RADIOS—also

NORGE

ELECTRIC Refrigerator
$ 149.50 up
ELECTRIC RANGE
$ 89.95 up
WASHING MACHINE
$ 54.95 up
GAS RANGE
$ 49.95 up
ELECTRIC IRONERS
$ 49.95 up
ELECTRIC ROASTERS
$ 24.95 up

C. WARD LOWDEN

514 Cinnaminson Avenue
Palmyra, N. J.
Phone 717

THE NEW ERA

Incorporated

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Phone 445 — Phone 626

LEGAL ADVERTISEMENTS

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

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12 South 12th Street, Philadelphia, Pa.

A Real Job

If at any time the United States were to be dragged into the present European madness, a job of financing would confront the country which would tax even the New Dealers who seem to think that raising money is as simple as passing laws.

Our condition as a nation now is far different from what it was when we entered the first European war, "to save the world for democracy" and incidentally to end war for all time to come.

The National Industrial Conference Board's division of economics brought out this fact recently when it pointed out that tax collections are now at the highest level in our history, and most of the devices used in the Wilson administration to raise taxes to carry on the war, have been resurrected during the New Deal administration and are now being used in time of peace, and new forms of taxation have been devised to carry on the New Deal.

The Conference Board points out, therefore, that in case of our entering this war still new forms of wringing money from the public would have to be devised and that "important new sources of revenue would be hard if not impossible to find."

Moreover, it is pointed out, in 1913 the ratio of all tax collections to the national income was 7 per cent while now it is 22.4 per cent. Furthermore in 1913 our interest bearing debt was but $966,000,000 while on June 30 of this year it was $39,866,000,000, a "gain" of nearly thirty-nine billions! Since 1934, Uncle Sam has been paying more in interest on his national debt than was his total expenditure prior to 1915.

As a result, the "costs imposed by the war of 1914-1918 and the obligations assumed by government during the last seven years, together with a changing concept of the role of government, have meant the elimination of much of the reserve of tax-paying power we enjoyed in 1914."

Getting into war again may easily spell a change in our economic system, and nothing would tend more toward the setting up of a totalitarian regime which some of our "reformers" seem to envisage "in the interests of democracy."

It Is Europe's War

Our State Department's expression to the Russian government of "its earnest hope that nothing may occur that would be calculated to affect injuriously the peaceful relations between Soviet Russian and Finland" can perhaps be regarded—or disregarded—as belonging in a class with those generalities about peace in which governments habitually indulge. It must be so regarded—or disregarded—if it is not to cause a qualm of uneasiness among our own citizens.

For this incident does not stand alone. It cannot be detached from its significant background. Millions of Germans are looking anxiously toward Washington. The Scandinavian nations have been discreetly urging the State Department to act in defense of Finland. Previously Senator Johnson, of Colorado, has proposed to delay consideration of the Pittman neutrality bill to await a mediation proposal which the Senate by resolution should urge the President to make. Of this idea of an unsolicited mediation offer more is likely to be heard.

We have no direct, vital interest in Europe's war. It is no more our business to attempt to end it than to take part in it. We have no responsibility for its outcome. We cannot volunteer a peace effort without risking the assumption of some such responsibility. There is at present no reason to suppose a wholly voluntary peace gesture on Washington's part unless an "or else" clause were openly or covertly attached to it, would accomplish anything. Our government should not expose itself to the temptation to convey even a delicately hinted threat of armed intervention in order to save itself the humiliation of a rebuff.

There are only two conditions under which Washington could properly and safely initiate a peace proposal. One would be created by a formal request from one of the belligerent governments that ours make such a proposal on its behalf to the others. The other condition which might justify a neutral in volunteering a peace proposal would be a state of military exhaustion on both sides of the conflict amounting to stalemate and offering neither combatant any hope of a decision at arms.

Neither of these conditions exists at present nor appears at all likely to come about in the near future. Until one condition or the other is present, our government should take no hand in the strange mixture of modern war and ancient secret diplomacy which Europe is compounding.

This country has too much government, too many crackpots and too many pork barrels open at both ends.—Carrol, Co., Ohio, Journal.

Twenty-five parents of boys of cubbing age in Moorestown heard Lewis Davis, Cub Commissioner of the Camden County Council, outline the program of Cubbing in the final session of the Parents Training Course. The meeting was held at the home of E. R. Fenimore Johnson, Bridgeboro Road, Moorestown. A round table discussion on cubbing followed the lecture and it was decided that to hold another parents meeting to further discuss the Cubbing Program. On Wednesday evening, County Scout Executive George A. Darlington attended an organization meetings for a Cub Pack in Roebling.

—o—

Dr. S. Emlen Stokes, chairman of the advisory board of the council, entertained the members of the board at his home on Wednesday evening. Meeting with the members of the advisory board were the members of the council campaign steering committee, of which E. Newbold Cooper is chairman. Plans were discussed at this meeting on camp and and also the forth-coming finance campaign.

—o—

District meetings of all the Scoutmasters to discuss plans for the fall and winter are being held in various districts in the council territory. Scout leaders, of Moorestown, Lenola, Marlton and Maple Shade met on Wednesday evening, November 1st, at the home of James L. Moore, Jr., the new district commissioner for that district. Scoutmasters of the Mt. Holly district, representing Mt. Holly, Rancocas, Pemberton, and Vincentown, met in Troop 12's headquarters under District Commissioner Logan B. Morris. Scout leaders of the Palmyra district, representing Palmyra, Riverton and Parry met at the home of District Commissioner C. O. Verner, on Wednesday evening. Present at these meetings were Scout Commissioner R. H. Gill and County Scout Executive George A. Darlington.

THINGS TO WATCH FOR

The "Aural Stroboscope" for automobile mechanics—device is designed to reveal automatically by an amplifier the exact position of engine parts at the instant when a knock, squeal or other noise occurs . . . a machine which automatically cracks eggs at a high rate of speed . . . and a device that mechanically removes the scales from fish . . . appearance of toilet water, hosiery, and other merchandise for women tradenamed Scarlett O'Hara simultaneously with forthcoming film version of "Gone With the Wind" . . . new method for cooling drinks when ice is not available—a cocktail shaker with a special chamber for mixing powders which, through a chemical reaction, produce a temperature 20 degrees lower than ice in three minutes . . . use of red neon light tubes covered with durable transparent plastic sunk in the middle of heavily traveled highways to mark center of road for night drivers during fog or rain—U. S. Bureau of Public Roads plans to test device on highway in Arkansas.

The market value of security sales in September, on Wall Street, increased 194 per cent. A lot of folks are still trying to get rich out of war. It can't be done.

???

Question: How can parents break the 'tantrum habit' in children of preschool age?

Reply: Most children suffer from temper tantrums at one time or another. Sometimes the reason is fear of some new situation; sometimes it is because the child feels himself imposed upon in some way; more often it is a response to thwarting or some obstacle. Occasionally the child will indulge in tantrums because he has found it an effective way of getting what he wants. Or again, they may be the result of some deep-seated emotional insecurity. In all cases parents should remember that a tantrum is an emotional paroxysm with the child quite out of control of himself. Spankings or other punishment only make things worse.

Dr. Ruth Strang, specialist in child guidance at Teachers College, Columbia University, outlines certain general procedures which tend to discourage tantrums.

1. The child's outbursts should not be made the center of attention, and the outbursts should not cause any noticeable excitement in others.

2. Outside of very exceptional circumstances, the child should not be given the thing he is screaming for or bribed to be good. Yielding and bribing only invite repetition of the tantrum.

3. The child should be made to feel that he himself is accepted although his behavior is disapproved.

4. The child should be isolated from the group as long as he is in a tantrum. He can be told that he is annoying the others and must stay by himself until his temper is over. If possible, he should not be touched. He should not be seized or shaken. This only gives him another cause for protest.

5. Parents should make every effort to help the child acquire the knowledge and skills necessary for him to meet more effectively new situations regarding thwarting.

These are only general procedures. "The intelligent parent," Dr. Strang says "will want to know the circumstances under which certain behavior occurs. From a study of children's difficulties in adjustment, it is obvious that a prescription for the treatment of different kinds of problems cannot be given. Each child must be studied individually in his environment."

Question: Is there any relation between talent in music and general intelligence?

Reply: To answer this question adequately requires a differentiation between at least two aspects of music, and understanding of its technical aspects.

Studies have shown that there is little definite relation between sensitivity and natural performing ability, and superior intelligence. This type of musical ability is as likely to be accompanied by inferior intelligence as by superior.

On the other hand, in regard to the scientific and factual side of music—the ability to analyze and understand structure, harmony, rhythmic relations, etc.—there has been found to be a high correlation between such ability and general intelligence.

GLASSBORO STUDENTS FROM 17 COUNTIES

With a capacity student body, the Glassboro State Teachers College plant is being used more efficiently than for several years. The dormitories are filled and the main college building has each room used most of the day. More room and more equipment will soon be needed if the college continues to grow. It is possible that next year one or two sections of Freshman students who desire a general college education rather than preparation for teaching will be admitted. If that is done all parts of the college building will have to be used to capacity.

The present student body, made up of 25 men and 345 women from nearly all sections of New Jersey and from several other colleges, provides a much better cross-section of the young people of the state than was the case when the school consisted almost entirely of young women from South Jersey. Out of twenty-one counties in the State, seventeen have representatives here among our students. There should be much informal education possible in daily associations with such a group of fellow students.

President Bunce emphasized to students in a recent message, that they will have responsibilities to face and decision to make which will develop their self-reliance and resourcefulness. He said, "You will have your moments of 'living in the heights,' as well as moments fraught with discouragement and disillusionment. That is life, and it tests your mettle at all points."

The National Military Order of the World War recommends that Uncle Sam have a two-ocean navy. And in our opinion a two-ocean navy is much more important to the average American than two cars in every garage.

—o—

An Ohio boy has gone in for pencil collecting and has gathered in 1,200 different models in the past year. We suggest that he try umbrella collecting. The technique is just the same and the returns larger.

—o—

Hoboes in Great Britain are now demanding gas masks, according to cable dispatches. They must expect the Germans to bomb the railway water tanks.

—o—

A diploma from the school of experience is very valuable but most of us don't earn it until it is too late.

—o—

A lot of fellows who learned at their mother's knee had some of the lessons driven home across father's knee.

—o—

President Roosevelt has issued a proclamation barring all belligerent submarines from American waters. If it were that easy, John Bull would have issued such a proclamation several weeks ago.

124/490

IN CHANCERY OF NEW JERSEY

To Harry J. Wills, Nettie Wainright Wills, his wife, Florence Hurst Margerum, Ralph Margerum, her husband, Anna Hurst Ayres, Edward Ayres, her husband and Robert Hurst, a minor:

By virtue of an order of the Court of Chancery of the State of New Jersey made on the date hereof, in a cause wherein The Township of Cinnaminson in the County of Burlington is complainant, and Clayton Cook and others are defendants, you are required to appear, plead, answer and demur to the bill of the said complainant on or before the twenty-first day of December, 1939, or the said bill will be taken as confessed against you.

The said bill is filed to foreclose a certain tax sale certificate made by Joseph H. Keating, Collector of Taxes of the Township of Cinnaminson, to said Township of Cinnaminson, dated November 22, 1933, and recorded at Mt. Holly, New Jersey, in the office of the Clerk of the County of Burlington, in Book 321 of Mortgages, on page 3, &c., covering lands of said Township described as "65 Acres" and assessed to Anne Bowker Est. on the tax duplicate of said Township.

And you, Harry J. Wills, Florence Hurst Margerum, Anna Hurst Ayres, and Robert Hurst, a minor, are made defendants because it is alleged in said bill that you, respectively, are the owners of an undivided interest or interests in and to the said land and premises;

And you, Nettie Wainright Wills, are made a defendant because it is alleged in said bill that you are the wife of the said Harry J. Wills;

And you, Ralph Margerum and Edward Ayres, are made defendants because it is alleged in said bill that you are the husbands, respectively, of the said Florence Hurst Margerum and Anna Hurst Ayres;

And all of you are, respectively, made defendants to the said suit for the further reason, as alleged in the said bill, that any interest which you severally and respectively may have in said land and premises is subject to the said tax sale certificate of the said complainant.

WALTER CARSON,
Solicitor of Complainant,
First Jersey Trust Building,
Camden, New Jersey

Dated: October 26, 1939.
61 11/9 to 11-23-39

YOUR GARDEN

WHAT TO DO THIS WEEK

By A. C. McLean
Extension Service, N. J. College of Agriculture

It's time for the annual fall garden clean-up again. Frosts have come throughout New Jersey and a thorough garden cleaning at this time, now that the blooming season is over, will help materially in reducing the amount of insects and plant diseases to battle next year.

Black-spot on roses, for instance, has a habit of wintering over on fallen leaves, so it is a good practice to clean up rose beds as soon as the frost has caused the leaves to drop. This material should be burned, and so should the tops of peonies and stems of hollyhocks. All dahlia tops and other waste material from the garden should be removed and if there is any possibility that they harbor insect or disease pests, be sure they are burned. If clean and healthy, however, they may be placed in a compost pile to make humus.

It would also be well at this time to plan on what kind of protection the more tender garden plants are going to get this winter, although no protection should be applied until the ground starts to freeze. In the interim, the gardener can spend his leisure hours in the out-of-doors to good advantage by harvesting dahlias, taking up gladioli for the winter, finishing his transplanting chores and completing spring bulb planting hardy bulbs, they will do very well if planted now and mulched to keep out the cold until they are well rooted. Florists plant bulbs until December with good results.

POWERS HOLDS EXAMS FOR SERVICE ACADEMIES

The United States Civil Service Commission has agreed to conduct special examinations for candidates for Congressman D. Lane Powers' vacancies to West Point and Annapolis. The examinations will be at the new Trenton Post Office January 6, 1940.

Powers has one vacancy each for the Military Academy at West Point and the Naval Academy at Annapolis.

Civil Service held the usual competitive designation examinations for Members of Congress early this month, for the 1940 academy terms. Powers asked Civil Service to hold the competitives for his candidates in January, due to the fact, he explained, that many of the young men wanted additional time to prepare for the tests. Powers also pointed out to Civil Service that his candidates preferred the later competitive date because it brought them closer to the entrance examinations which are usually in February and April.

Fifty or more young men from Burlington and Mercer counties are expected to compete. The Congressman makes bona fide residence in his Congressional District a prerequisite for permission to compete, asserting that he considers the appointments as being given to the District, not to him personally.

Powers will appoint his principals and alternates to both academies directly in accordance with their marks in the competitives.

POWERS OFFERS BULLETINS

Residents of Burlington or Mercer counties who wish copies of any agricultural bulletins, or of ceremonies commemorating the 150th anniversary of the First Congress, need only write the office of Congressman D. Lane Powers in Washington.

That was the offer made by Congressman Powers this week. He asserted he has several thousand Agricultural Bulletins to his credit, and several hundred of the Memorials, which he will be glad to send on request to any of his constituents who will value them.

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COUNTY ROAD WORK

Bridge over Mill Creek between Rancocas and Route 25 is under reconstruction. Traffic maintained but special caution is required at the bridge approaches on either side.

Bispham street in Mount Holly is closed for bridge construction. Short detour over adjacent streets.

The Chatsworth-Tabernacle Road, Woodland and Tabernacle Townships, is closed for bridge construction over the West Branch of the Wading River, three-quarters of a mile west of Chatsworth. Detour from Chatsworth by way of State Highway Routes S-40, 40 and 30.

The following are under construction with traffic maintained: Church Road, Cinnaminson Township, one and three-tenths miles. Jobstown to State Route 30, Springfield Township, two miles. Wrightstown-Johnstown Road, New Hanover and Springfield Townships, two miles.

Country Club Notes

Ladies League

The teams of Mrs. Capehart and Miss Gausler are tied for the lead with a standing of 9 and 6.

High Singles—
Mrs. Coe, 163.
Mrs. Hackett, 156.
Mrs. Hendrickson, 160.
Mrs. Anderson, 158.
Mrs. R. Lippincott, 160.
Mrs. Langenberg, 171.

The Standing

	W	L
Mrs. Capehart	9	6
Miss Gausler	9	6
Mrs. Hendrickson	8	7
Mrs. Story	7	8
Mrs. E. Lippincott	6	9
Mrs. R. Lippincott	6	9

Men's League

The Hagstoz bowlers continue to set the pace, having dropped only one game to date.

The Standing

	W	L
Hagstoz	11	1
Lippincott	9	3
Bonsall	9	3
Woods	7	5
Clark	7	5
Frank	7	5
Jamison	6	6
Hendrickson	4	8
Wilson	1	11
Elliott	1	11

Alley Gossip

County League

High Singles—
Burke, Sky Chief, 257.
Lynch, Shorten, 245.
Schmidt, Prudential, 225.
Ruff, Garden State, 223.
Zaun, Palmyra, 227.
Swain, Garden State, 236.

Business Men

High Singles—
Evaul, Fortnum, 210.
Dill, Parry, 215.

The Standing

	W	L
Dawley	13	7
Parry Fire	12	8
Bell & Evans	13	11
Claws	12	12
Fortnums	12	12
Millside	11	13
Farmers	11	13
Lloyds	8	16

Public Service

High Singles—
Killen, Office, 222.
Matchett, Commercial, 225.
Smith, Generation, 215.
Winklespecht, Linemen, 208.

The Standing

	W	L
Commercial	9	3
Office	8	4
Lineman	8	4
Generation	5	7
Bus	3	9
Meter	3	9

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Artisans

High Singles—
Fuchsen, Bootleggers, 210.
Vile, Thieves, 205.
Waltmeier, Bandits, 222.

The Standing

	W	L
Bandits	15	3
Demons	10	6
Highwaymen	9	7
Bootleggers	9	7
Thieves	8	8
Footpads	8	8
Pirates	7	9
Buccaneers	0	16

Ladies League

High Singles—
Miss Warner, 157.
Miss Wilson, 162.
Mrs. Baker, 193.
Mrs. Small, 191.
Mrs. Brown, 162.

The Standing

	W	L
Kools	14	7
Luckies	14	7
Wings	12	9
Murads	12	9
Marvels	8	13
Camels	3	18

International League

Salem

Monchief	139	184	187
G. Lodge	179	213	178
W. Lodge	169	177	178
Grincome	195	157	155
Bennett	149	140	233
	782	871	911

Palmyra

Nelson	202	164	215
Wallace	183	165	193
Edge	201	167	151
Brosius	143	190	194
Burke	176	188	169
	*907	*875	*922

*Wins

PHYLLIS WHEATLEY P.T.A.

The opening meeting and reception of the Phyllis Wheatley P.T.A. was held at School No. 4 on Friday, October 27.

The affair was opened by president, Mrs. Ashby. The welcome address was given by Mrs. Mae Brown and the reply by Mrs. Eleanor J. Young, who stressed the importance of cooperation in a progressive group.

The business session followed during which the ways and means committee presented Mrs. Young with a beautiful bouquet for her valuable aid to the association at all times. The meeting was then turned over to the program committee and those who appeared were:

Mrs. Ethel Boardley, reading; Miss C. M. Pitts, piano solo; Mrs. Grace Dorsey, recitation; Mrs. Mc-Kim, reading; Mr. William Dunby, vocal solo; Mrs. A. Terry, remarks; Mrs. Gertrude Williams, address.

Speaker

Mrs. Williams, a teacher from Moorestown, was the guest speaker. Her theme was "Neighborliness" She stressed the importance of instilling into children an understanding and sympathy for all nationalities no matter what their position in world politics.

The home and school can do most to create this sympathy which is needed to help children adjust themselves to world problems. As one of the aims of the school is to make good citizens creating "Neighborliness" is a primary step in that direction.

Following the program, a delicious repast was served by the ways and means committee in the beautifully decorated lunch room of the school.

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STREET CAR RUINS PLANTER BUT COMPANY PAYS BILL

That little care exercised in public relations may save legal complications was recently proved by an official of the Baltimore Transit Company. Reading through the mail one morning, he was startled by one letter much different from the usual run of complaints. "Dear Sir," he read, "One of your street cars ran over my airplane yesterday and wrecked it. Please send me money to buy a new one."

Amazed and horrified, the official almost collapsed, reports the New Jersey Public Utility Information Committee. Then he recovered enough to continue reading, and again almost collapsed with relief. The next and final line read: "The airplane cost me ten cents." No time was lost in paying the claim and sending a note of apology.

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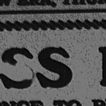

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Municipal Topics

Federal Aid

Federal grants-in-aid supplied one fifth of the total revenues of the 48 states last year, according to an analysis by the Federation of Tax Administrators. The term is defined as Federal funds administered by a state department with some measure of Federal supervision.

A total of $632,500,000 was disbursed to the states from Washington, which amounted to 8.2 per cent of the aggregate Federal expenditures of $7,636,000,000 and 19.7 per cent of total state revenues of $3,165,000,000 declares the report which is based on a study by Professor V. O. Key, Jr., of John Hopkins University.

Significant Point

The Analysis makes the significant point that local governments, too, have ceased to be self-contained financial units and depend upon state grants and shared taxes for about one-fifth of their revenues, the same proportion of aid received by the states from Federal funds.

"Because of this condition," asserts the tax organization, "it is no longer possible to draw a sharp line between the three traditional levels of American government so far as revenue raising is concerned."

There is no breakdown in the summary as to individual states and state fiscal authorities have not yet assembled detailed information on the amount New Jersey received. However, increased grants for such activities as old age assistance and unemployment compensation are known to have boosted the subsidies above prior years.

Growth of Grants

The growth of Federal grants-in-aid has been more or less steady since 1920, when the total allocated was $37,600,000 compared with the $632,500,000 last year.

Professor Key sees little likelihood of an immediate drop below the 1938 figure, pointing out old age assistance grants alone are estimated to reach $500,000,000 within the next few years.

Grants for all social security purposes, which began in 1935, totaled $266,049,000 last year, while highway grants, started in 1916, amounted to $218,637,000. Together these two classes accounted for 78 per cent of the 1938 distribution. The total annual allocation jumped more than $100,000,000 in the early 20's when the Federal aid highway program was expanded.

Activities

The remaining $137,814,000 disbursed last year included $38,769,797 for national guard activities and $37,377,830 for employment offices. The national guard grants are among the older forms of Federal aid, dating back to 1903. Federal support of employment offices on a large scale is a comparative recent policy inaugurated in 1933.

Other grants were $21,220,344 for vocational education and rehabilitation, $17,251,954 for agricultural extension work, $8,911,624 for public health services, $6,229,004 for agricultural experiment stations and $4,530,000 to land grant colleges. The last listed item is the oldest of all and goes back to 1862.

NEW

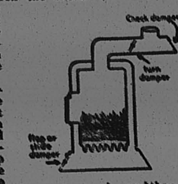
. . . speedometers in club cars of trains so that passengers can tell how fast they are going . . . new stenographer's "bible"—booklet called "50 Common Typing Faults and How to Correct Them," written by world's typing champ and being circulated by a leading typewriter manufacturer . . . super-scoop steam shovels—one costing $450,000 and having a "bite capacity" of 35 cubic yards now being built in Marion, Ohio . . . use of the airplane in wild life preservation—the Maine Game Commission has purchased a Stinson "Reliant" plane to drop young fish from the air to stock inland streams in summer, and to transport hay and other feeds to snowbound deer in winter.

MONEY-SAVING HINTS ON HOME HEATING

by JOHN BARCLAY, Heating Expert

Correct Regulation of Dampers

EVERY furnace should be equipped with three dampers—the ash-pit damper, the turn damper, and the check damper. The ash-pit damper is located near the base of the furnace below the grate level. The butterfly or turn damper is located in the smoke-pipe between the check damper and the boiler. The check damper is in the smoke-pipe between the turn damper and the chimney.

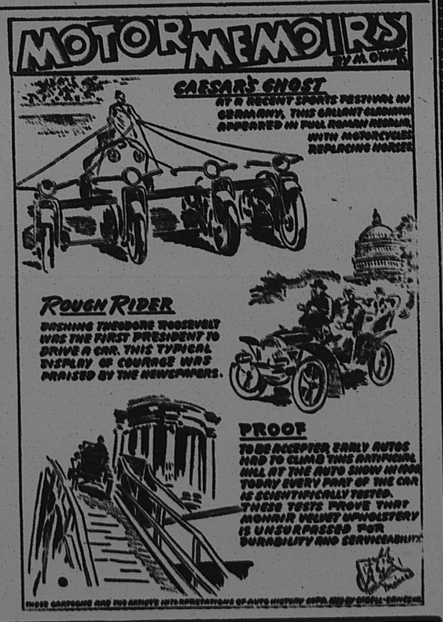


The turn damper regulates the amount of air that passes through the fire. It should be closed as tightly as possible up to the point where odors do not seep in to the basement. The ash-pit damper when open permits the air to enter the ash-pit. When closed this supply is cut off. The check damper is the flap-like damper in the chimney pipe. This damper when open retards the burning speed of the fire. When closed it increases the burning speed.

For best results, the ash-pit and check dampers should work together. When one is closed the other should be open. In mild weather when a slow, lasting fire is needed, the check damper should be closed part way and the ash-pit damper open slightly. In extreme cold weather the check damper should be tightly closed and the ash-pit damper wide open.

By using your furnace dampers in the manner suggested, you can keep your home comfortably heated at all times with a minimum amount of fuel consumed.

(4)



Any person in New Jersey who has been denied medical care because of inability to pay can secure medical service without cost by writing to the Medical Society of New Jersey, 143 East State street, Trenton, New Jersey.

There were 2,850 dentists in New Jersey in 1938.

The Medical Society of New Jersey is working out a medical costs insurance plan, or a prepayment plan, for defraying the costs of physicians' services.

There are about 1,850 pharmacies in New Jersey. The number of pharmacists is far in excess of the 4000 mark.

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ASCO Pure Mince Meat lb 15c
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Currents Orchard Brand 12-oz pkg 10c
SPRY lb can 18c; 3-lb can 49c
Seedless Raisins 15-oz pkg 5c
ASCO Hi-Test Baking Powder pound can 17c
Cream-white Purely Vegetable Shortening lb can 17c; 3-lb can 43c

ASCO Self-Rising Buckwheat or **Pancake Flour** 20-oz pkg 5c
Serve pancakes and sausage these chilly mornings.
ASCO Golden Table Syrup 2 1½-lb cans 19c
Fresh Luscious PRUNES No. 2½ can 10c
ASCO Yellow CORN MEAL 1½-lb pkg 5c
Hi-Ho Pure Prune Juice 3 10-oz cans 25c
Gold Dust Rolled **Oats** 20-oz pkg 7c; giant 48-oz pkg 15c
ASCO Rice Puffs or Wheat Puffs 2 4-oz pkgs 9c
Orange and Grapefruit Sections 2 10-oz cans 19c

Peas Whole Green or Green Split 2 lbs 11c
ASCO Fancy Tiny Sifted Peas Green Label No. 2 cans 27c
ASCO Shoestring Beets 2 cans 15c
BISQUICK with Twin Serving Set 40-oz pkg 27c
ASCO Beans with Pork And Rich Tomato Sauce 4 1-lb cans 19c

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Heat-flo Roasted **COFFEES**
Fresher, Richer and Fuller Flavor. Every bean is roasted thoroughly from center to surface. With the first cup you'll taste the difference.
ASCO A Blend of the World's Finest Coffees lb 18c
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Hormel's Spam 12-oz can 29c
Derby Mustard 8-oz jar 5c
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LYKIT Dry Paint 4 1-lb cans 19c
America's Own Waxed Paper 2 40-ft rolls 11c
Borano Hand Cleaned 4-oz shaker 15c
Herb-Ox Beef or Chicken Bouillon Cubes 2 cans 15c

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Delivered FRESH from our immediately since bakeries. Try it with Lucella butter.
ASCO Apricot-Pineapple PRESERVES 2 1-lb jars 29c
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India Ceylon Tetley Tea ¼-lb pkg 19c
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Rinso 2 pkgs 39c
Lifebuoy Soap 3 cakes 16c
Lux Soap 3 cakes 16c
Lux Flakes pkg 21c

LARGE, Fresh Florida **Grapefruit** each 5c
Juicy New Crop Florida Oranges dozen 19c
Genuine Idaho Potatoes Graded, Washed For All Purposes 5 lbs 18c
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Pork Loins Rib End Up to 3 lbs lb 14c
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Boneless Cross Cut Oven Roast lb 27c
Genuine 1939 Spring **Lamb** lb 15c
Shoulder, or Neck and Rack
Kersey's Pure Pork **SAUSAGE** lb 21c
Kersey's Fresh Meaty **SCRAPPLE** lb 10c
ASCO Smoked Extra Liverwurst ½ lb 17c
ASCO Smoked Steer Beef Tongues lb 29c
Sliced Tasty **Boiled Ham** lb 19c
Domestic Switzer Cheese ½ lb 15c
Fresh Opened Jersey Select **Oysters** doz 15c
Fresh Jersey SEA TROUT lb 9c
Fresh Large FLOUNDERS lb 17c
Fresh Picked Regular CRABMEAT lb 27c

Church Notices

CENTRAL BAPTIST CHURCH
Rev. George Lockett, B.D., Pastor

Bible School—10.00 a.m.—Molding youth into the right kind of citizens is one of the problems of today. This can be solved by encouraging them to attend Bible schools, where this early christian training is made a part of their lives and is reflected in their attitude toward the better things in life. It therefore behooves the parent to not only urge their attendance, but exemplify this urge by attending themselves. "Central Baptist" has classes for all ages, and everyone, without church affiliations, is always welcomed.

Morning Worship, 11.15 a.m.—World Peace is still on the hearts and minds of every right thinking person. Today, as it was 21 years ago when the first Armistice was signed, we are still looking forward to this peace. We have exhausted every means to bring about this condition but without effect. It comes through one source, "The Prince of Peace," and that will be the subject of Pastor Lockett's sermon this Sunday morning. The choir, under the direction of Claude Bark, will render appropriate anthems and solos for the service.

B.Y.P.U., 6.45 p.m.—The young peoples high school group meet in the Sunday School room where they are assured an hour of real christian fellowship.

Evening worship, 7.45 p.m.—"The Great Discovery" will be the sermon subject. It not only sounds interesting but be convinced that it is by attending the service. Inspiring congregational singing and anthems by the choir. Start the new week with this refreshing message.

Wednesday 8.00 p.m.—Mid-week prayer service to which you are always invited.

CHRISTIAN SCIENCE CHURCH

"Mortals and Immortals" is the subject of the lesson-sermon in all Churches of Christ, Scientist, on Sunday, November 12.

The Golden Text is: "Henceforth know we no man after the flesh." (II Corinthians 5:16).

Among the citations which comprise the lesson-sermon is the following from the Bible: "Brethren, be followers together of me, and mark them which walk so as ye have us for an example. For our conversation is in heaven; from whence also we look for the Saviour, the Lord Jesus Christ." (Philippians 3:17, 20).

The lesson-sermon also includes the following passage from the Christian Science textbook, "Science and Health with Key to the Scriptures" by Mary Baker Eddy: "The great spiritual fact must be brought out that man is, not shall be, perfect and immortal. The evidence of man's immortality will became more apparent, as material beliefs are given up and the immortal facts on being are admitted" (p. 428).

BETHANY EVANGELICAL LUTHERAN CHURCH
Rev. Oliver W. Powers, Pastor

It is evident to most people that the times in which we live are marked by uncertain and in many cases no faith. And yet as we listen to men we realize that faith is needed more than anything else in the world. The Lutheran Church in America is anxious that her people and those who come to worship with her shall have a firmer foundation to meet life on the morrow and God when life shall end.

Bethany Church is conducting a teaching mission Sunday evenings on the fundamentals of the faith. This Sunday the second in a series, the pastor, the Rev. Oliver W. Powers, will lead the mission on the subject of "The First and Second Articles of the Creed." At the chief service, 11.00 a.m., Mr. Powers will preach on the subject "Obligations to God and Country."

CHRISTIAN SCIENCE CHURCH
First Church of Christ, Scientist
Thomas Ave. and Seventh St.
Riverton, N. J.

Sunday School, 11 a.m.
Sunday Services, 11 a.m.
Wednesday, 8.00 p.m.
Reading Room in Church Building Thomas Ave. and Seventh St., Riverton, open Tuesday and Friday, 2.30 to 4.30.

Wesleyan Men's Bible Class

For the Men of the Community

A SPARK

Charles Wesley, the unsurpassed hymnist of the Christian Churches, observed in a black-smith shop how the blowing brought a spark, then a glow, then a flame. This incident inspired the hymn which he wrote, "See how great a flame aspires."

In the human heart there is the radiance of faith and helpful service. Hence the value of the Church service and the teaching in the Bible class with the hymns of praise and companionship of believers, one is never at his best until the spark within is brought to a flame by the indwelling of the Spirit of God.

Even to himself as well as to others, the hitherto unknown powers of the soul are quickened and multiplied where the hidden spark is fanned to a flame by the Holy Spirit.

Would you be at your best in the full consciousness of awakened powers morallly, intellectually and spiritually? If so meet with us in our Bible Class next Sunday morning at 9.50.

SACRED HEART CHURCH
Riverton, N. J.

Rev. John F. Welsh, Pastor
Rev. Vincent A. Luther, Asst Pastor

Sunday Masses—7.00 - 9.00 - 10.15.
Daily Masses—7.00 - 7.45.
Confessions every Saturday—4.00 to 6.00 - 7.30 to 9.00 p.m.

Attention is called to the increase in the number of instructions for those aspiring to the Sacrament of Confirmation. Elementary school children who have reached the age of ten years will report at Sacred Heart School on Monday, Wednesday and Friday afternoons at 3.45 o'clock. All high school children will report at Sacred Heart School on Tuesday and Friday evenings at 7.15 o'clock. These instructions are necessary for all those who desire to receive the Sacrament of Confirmation. Parents of these children are urged to procure the Baptismal Certificate of these children immediately and bring them in to the teachers. The time for adult instruction will be announced at a later date. Adults must also look after their Baptismal Certificates.

—o—

Large crowds of people have been in attendance at the Novena in honor of Our Lady of the Miraculous Medal. Services are one-half hour in length and are held on Monday evenings starting at 7.45. A question has been raised as to what is a Novena. A Novena is a period of nine distinct services of prayer whether these services be distributed over nine successive days or nine consecutive weeks. These prayers may be offered directly to God or in honor of the Blessed Mother or one of the Saints. In the present Novena prayers are asked of the Mother of God that by her intercession certain material and spiritual favors may be granted. The Novena will be conducted indefinitely every Monday night so that anyone may start on any Monday and continue it through nine weeks.

—o—

A Hallowe'en party was conducted for the children of Sacred Heart School on last Friday afternoon. Multi-colored costumes funny falsefaces, masks, and so on made the judges' task very difficult in determining the winners of the prizes. A good time was had by all the kiddies and we must say that Pandemonium reigned supreme.

—o—

The Sacred Heart Alumni Hayseed Party was a very successful social event. Elwood Bradshaw gave excellent proof of his ability as master of ceremonies. The dancing, the games, the decorations, the refreshments, the varied styles of dress, made Saturday evening a most delightful one. Much credit is due the entertainment committee for their part in the affair.

WESTFIELD FRIENDS MEETING
Burlington Pike

Sunday Morning
10 o'clock—First-Day School.
11 o'clock—Meeting for worship.

SCHOOL BOARD CONVENES HERE

(continued from page 1)

terests of children as follows: Points of the Compass Club (Current Events), Red Cross Activities, Manuscript Writing, Stamp Club, Music Appreciation, Modeling, Oil Painting. Each pupil in sixth, seventh and eighth grades belongs to one of these groups. Small groups are doing special dramatic work and taking harmonica lessons. We have a school choir again.

To supplement reading and social studies trips for the second grade to the Camden Airport November 14th and for seventh grade to the U. S. Mint November 30th have been approved by the county superintendent and arranged for, pending the approval of the Board of Education.

Plays at Delanco

The first Clare Tree Major play, "Dick Whittington and His Cat," will be held in Delanco November 13th. Seventy children have bought tickets.

The first grade will visit Millside Dairy November 14th also, but transportation will be provided.

Trenton State Teachers College has asked to send two student teachers here for their practice teaching. They will arrive Monday, November 13th, and remain until January 20th. They will be assigned to Miss Gardiner and Miss Paulding.

Two accidents have occurred in the school to employees, a minor accident to Mr. Carnie necessitating the loss of only a half day's work. The other, more serious, to Miss Rothbart, who has been unable to work for the past two weeks and who spent the first ten days in Burlington County Hospital.

At Convention

At the request of the commissioner I attended the National Safety Congress in Atlantic City, Child Education Section. All the speakers stressed the importance of not making our safety program over protective but educating the individual child in safety habits.

I also attended the sectional meeting of the Progressive Education Association meeting in Philadelphia, a very valuable meeting on Development of the Individual.

Respectfully submitted,
Caroline M. Staman.

EPWORTH M. E. CHURCH
Rev. W. A. Boyd, Pastor

"Iron Chariots in the Way" is the subject of an interesting sermon to be delivered in the Methodist Church by the Rev. W. A. Boyd, this Sunday morning at eleven o'clock. Confidence in God—Upon what basis can or do we have confidence in God? Hear this message for your encouragement.

"World Peace" is the title of the sermon Mr. Boyd will bring to the American Legion and its friends. This message will deal with the possibility of peace and the teaching of the Church of Jesus Christ upon the subject.

On Wednesday evening of next week there will be no meeting in our church. The meeting will be transferred to the Methodist Church in Merchantville. This meeting will be a regional conference of the churches on the Trenton District in this territory. Dr. T. S. Brock will preside and speak. Reports will be given by the ministers and committees. The Merchantville Choir will furnish the music. Transportation will be provided for all those who expect to go.

A PEACE TO END WAR

Miss Eleanor Slater, a member of the staff of the American Friends' Service Committee, assisted by the choirs of the Episcopal and Presbyterian Churches of Riverton, will deliver an Armistice Day Message on Friday evening, November 10th, at 8 o'clock, in the Riverton Public School auditorium.

This is a community affair and all are cordially invited. There will be no change.

TUITION STUDENTS

Palmyra high school has 450 tuition students. Their distribution is: Cinnaminson, 115; Riverton, 110; Delanco, 86; Delran, 88; Pennsauken, 45.

Y. M. C. A.

Relief Program

As North American Y.M.C.A. secretaries abroad have rallied to the aid of their "adopted" countrymen in times of floods, famines, earth quakes, plagues and revolutions, Paul Super, director of the National Y.M.C.A. in Poland at the time of its invasion, is throwing his energies into helping the Poles in their emergency.

Only meagre word has reached this country about Mr. Super since fateful September 1st. No word at all has come through about the fate of the five associations in Poland. The account which has reached this country about Mr. Super has confirmed early belief that he would be foremost in any possible relief work.

After three weeks' fear for Mr. Super's safety, word was received at the Y.M.C.A. headquarters in New York City that both he and Mrs. Super had gone to Bucharest, Rumania, where he was to begin at once relief work for Polish refugees.

Organization Formed

The Commission for Polish Relief, Inc., with headquarters in New York City, later announced after consultation with the International Committee, that it had appointed Paul Super as director and James Brown, National Y.M.C.A. secretary for Rumania, as treasurer of its work in Rumania. Mr. Super is being loaned the commission by the Y.M.C.A. The commission, of which Dr. Henry Noble MacCracken is chairman, has received authorization from the State Department to raise funds in this country for Polish civilian relief.

Over 50,000 civilian refugees in Rumania must be cared for at 30 points, according to a cable from Mr. Super. "Most of them," he cabled, "are clerks and mechanics and their families. The Y.M.C.A. is doing the preliminary work of housing and feeding over 1,000 refugees in Bucharest, most of whom are destitute."

Experience

Mr. Super has been director of the Polish Y.M.C.A. since 1922. He is well known both in this country and abroad for his outstanding career in Poland, his knowledge of Polish history and culture and his marked ability in developing all phases of Y.M.C.A. work, especially in the training of staffs and committees. He has received three notable decorations, being one of the two Americans to be honored with the Ten Year Medal for service to Poland during 1918-1928.

His other decorations include the Officers' and Commanders' Orders of Pononia Restituta, both awarded for distinguished service to Poland. He edited a lively and interesting monthly news sheet, "News from Poland" and is also the author of Events and Personalities in Polish History."

Mr. Brown began his Y.M.C.A. career in Bucharest in 1922, becoming a friend of many high government officials. His Bucharest Y.M.C.A. choir and folk dancing groups have won international attention in Europe. It was largely through his record of accomplishment in Rumania that the Government asked the Y.M.C.A. to take over that section of the National Youth Movement which dealt with employed boys about a year ago. King Carol recently gave the association a building and property valued at $167,000 as a branch for employed boys.

RIVERTON P.T.A. NEWS

A meeting of the executive board of the Riverton Parent-Teacher Association was held on Tuesday morning of this week at the home of the president, Mrs. John Abell, of Elm Terrace.

Chocolate Sale

The annual sale of Dairy-made chocolates that is sponsored by the association will start in the near future in order to provide ample time for the delivery of orders for Christmas.

The proceeds of this sale are used to purchase books for the Hannah Chew Memorial Library at the Riverton Public School.

Publicity Luncheon

There will be a County Publicity Luncheon at Log Cabin Lodge, Medford Lakes, Thursday, November 16, at 12.30. Those wishing to attend from Riverton are requested to advise Mrs. Frederick W. Metzger, phone Riverton 405 by Monday, November 13. The charge for the luncheon is 75 cents.

WOMAN'S EXCHANGE

On Tuesday, December 5, a Woman's Exchange will be held in the Porch Club, Riverton. The sale will be open to all women of Riverton and vicinity, whether Porch Club members or not.

Those wishing to offer articles for sale are asked to register with Mrs. Gilbert A. Coe, phone Riverton 321-R, on or before December 2.

The Exchange will be held from 2 until 5 o'clock, preceding and following the monthly business meeting of the club. A program of Christmas music will be presented at this time.

Those in charge of the event hope that many will avail themselves of the opportunity both to sell homemade delicacies and handicraft and to purchase unique and attractive articles for Christmas use.

HURT IN CRASH

Mr. and Mrs. George S. Payne, 634 Linden avenue, Riveron, suffered painful bruises and lacerations when the car driven by Mr. Payne got out of control near Yardville early Saturday morning of last week.

The machine was practically a total wreck.

Ethics . . .

The reputable funeral directors have set for themselves a rigid code of ethics in order to keep the profession on a high plane.

The Snover Funeral Home is one which adheres to this code, and, consequently, has earned the confidence of the people.

The Snover Funeral Home
Incorporated
313 E. Broad St., Palmyra, N. J.
Frank A. Snover John N. Swartz
Phone, Riverton 630

RIVERTON SCHOOL NOTES

Assembly

The eighth grade had charge of the assembly program November 3 at 2.30 p.m. Their program was an original interpretation of modern history teaching. The program was an outgrowth of their unit of study entitled, "New Jersey at the Front Door of the Nation." Sketch, "Historical View"; Act one, Modern School; Act two, scene one, Temple Wicke; scene two, Molly Pitcher; scene three, Greenwich Tea Party. Two songs were sung, Ode of New Jersey, For I Love the State of New Jersey.—Dorothy Jane Baker, chairman, program committee.

Honor Roll

The honor roll for the first period for Riverton School based on satisfactory citizenship is as follows:

First Grade: 100 per cent honor students — Hannah Booth, Jean Groff, Virinia Hooper, Jane Major, Ann Louise McLaughlin, Sidney Ann Meyers, Suzanne Sparks, Phyllis Swayne, Suzanne Warnecke, Bobby Andrews, Peter Evert, James Hoptroff, George Horner, George King, Donald Millar, Edward O'Neill, Gordon Small, Dick Stewart, Walter Spicer, Roger Wagner.

Second Grade: Marjorie Taylor, Susan Daniels, Dian Kimball, Nancy Donaghy, Ruth Mulholland, Jack Carhart, DeHertburn Cook, Dewees Showell, Norman Allen.

Third Grade: Joan DeCoursey, LeRoy Cook, George Hooper, Charles Stow, Lewis Gilbert, Betty King, Suzanne Warnecke, Jean Swayne, Mary Borger, Joellyn Van Horn, Constance Cooper, Robert Stuart, Graham Harris, Lois Burns.

Fourth Grade: Mathew Groff, Edward Weber, Virginia Wagner, Fay Meyer, Nancy Mason, Barbara Stuart.

Fifth Grade: Thelma Davis, Doris Gibson, Joan Watson, Cy Devery, Robert Farrow, Donald Garwood, Roland Werner.

Sixth Grade: Dorothy Lloyd, Ruth Mason, Royal Farrow, William Langenberg.

Seventh Grade: Marian Stafford, Joan Haas, Harvey Hirst, Lloyd Major, Edith Harris, Barbara Borger, Donald Taylor, Virginia Woodward, Ruth Coe, Suzanne Troxell, Betsy Cashin, Martha Jane Daniels.

Eighth Grade: Dorothy Baker, Gloria Kann, Margaret Wolfschmidt, June Rodman, Phyllis Robinson, Bessie McLaughlin, Kathryn Krantz, Carol King, Betty Henry, Gladys Good, Emilie Craig, Beatrice Carhart, Betty Blackwell.

The following children in the kindergarten had perfect attendance during the month of October: Jean Dirmitt, Suzanne Gilfillan, Dolores Watson, Abigail Wright, William Harris, Thomas Laffey, Emerson Moorhouse, Richard Stow, William Streit, Jack Watkins, Burton Miller.

ROTARY HEARS HARMONICA BAND

The universal urge for musical expression was demonstrated at the last meeitng of the local Rotary Club when seven young people—boys and girls under the direction of William Hay, gave a harmonica program of popular and classical music. Mr. Hay is developing the musical interests of young people in schools of South Jersey through this simple instrument, with the assurance that the interest so aroused will, in a large number of cases, result in graduation to more difficult instruments.

Following the concert, the club was entertained by a sound motion picture presented by Donald C. Wallace for the John Mansville Co., showing the technical and practical methods and effects of home insulation. An interesting story was woven into the showing and the picture afforded entertainment as well as instruction.

CARD OF THANKS

I desire to express my sincere thanks to all those who cast their votes for me for member of the Cinnaminson Township Committee at the general election on Tuesday.
Joseph L. Obert.

FOOD PRICES AT LOWER LEVEL

As most of the war hysteria relaxed, and with it panicky buying, New Jersey housewives found their dollar expanded to meet October's food prices, which dropped to a level slightly lower than that of the preceding month and below the average for both October, 1938 and October, 1937.

According to the monthly survey made by the New Jersey Department of Agriculture to cover the cost of 83 leading food items in the state, the average retail cost declined 0.94 per cent in October, 1939, as compared with the preceding month. All foods cost 0.23 per cent less in October, 1939, than a year ago and 13.04 per cent less in October, 1939, than in the same month in 1937.

Meats, sugar and sweets and fats and oils showed the largest relative declines in October, D. T. Pitt, statistician for the Department of Agriculture, said. Eggs, fruits and vegetables and dairy products showed seasonal increases.

EARLY MORNING BLAZE SUNDAY

Fire Wrecks Home of Frank Grassi; Two Companies Called to Scene

A stubborn fire in the home of Frank Grassi, Fifth street, east of Market, Palmyra, was responsible for an alarm early Sunday morning, the blaze being discovered shortly after 3.30.

All occupants of the residence escaped in safety, but the dwelling was damaged by the blaze which originated in the cellar and worked up through the partitions, especially on the west side of the two-story frame structure.

Two Companies

Palmyra firemen, under the directions of Chief Frank Geddes, attacked the flames with two 1½ inch lines of hose, being forced to chop through the wall in order to get at the base of the fire.

Hydrant pressure was utilized, since the Palmyra pumper was out of commission, having a set of booster brakes installed at a local garage.

Because of the high wind blowing and the proximity of other buildings the Palmyra chief had the Riverton Company called in order that a pumper might be available in case it was needed.

Riverton responded with two pieces of equipment, but their services were not required.

Within a comparatively short time the fire was brought under control and the large crowd of spectators either went back to bed or turned in for what was left of the night, or rather the morning.

"GENERAL" POWERS

First Lieutenant D. Lane Powers became a "General" last week, through an error in the War Department office in Washington.

Powers, who was a "first looie" during the World War was surprised to receive a letter from a high-ranking War Department officer who addressed him as "Dear General."

"The only time the title of 'general' was ever applied to me before," Powers declared, chuckling, "was with the word 'nuisance' right after it."

A few days ago Powers received a letter from a constituent addressed as follows: "D. Lane Powers, The White House, Washington, D. C." In the bottom corner of the envelope were the words "Department of Labor."

You guessed it—the constituent wanted a job!

The usual crowd of watchers has been in constant attendance viewing the operations of the steam shovel at the site of the new post office.

Mirrors Resilvered and Remodeled
FANCY GLASS NAME PLATES
Roberts VARIETY Store
East Riverton, New Jersey
Telephone 620
Work Called for and Delivered

STATE MAY WIN AWARD AGAIN

The chances of New Jersey winning the 1939 Inter-State Traffic Safety Contest depend largely on the accident record during November and December, Motor Vehicle Commissioner Arthur W. Magee announced this week.

Winner of the 1938 Grand Award, New Jersey, on the basis of general safety activities and its accident record to date is well in the running among the States that have done the most to reduce the accident hazard, the Commissioner says.

Nine Month Record

Reporting for the first nine months, Commissioner Magee states that 547 persons have lost their lives in traffic accidents, a saving of ninety lives as compared with the casualties in the same period last year. In the first nine months of 1937, deaths totaled 904, or 357 in excess of the record this year.

"Whether these gains can be held until the end of the year depends entirely on the cooperation of highway users during the last two months," said the Commissioner. "With both drivers and pedestrians observing the common sense rules of caution and courtesy, deaths and personal injuries can be held in check and if they are, nothing stands in the way of the state becoming a second time winner of the highest safety honors. The slogan of every one should be 'Let's Win Again'!"

Summary

Following is a comparison of nine months traffic fatalities in the counties:

Atlantic	33	34	1 more
Bergen	56	48	8 less
Burlington	26	25	1 less
Camden	47	27	20 less
Cape May	6	2	4 less
Cumberland	9	16	7 more
Essex	69	87	18 more
Gloucester	17	18	1 more
Hudson	51	48	3 less
Hunterdon	19	6	13 less
Mercer	27	29	2 more
Middlesex	71	46	25 less
Monmouth	47	30	17 less
Morris	17	27	10 more
Ocean	13	13	0
Passaic	33	26	7 less
Salem	20	5	15 less
Somerset	10	18	8 more
Sussex	9	9	0
Union	49	23	26 less
Warren	8	10	2 more
Entire State	637	547	90 less

ASSIGNED TO BAND

Announcement has just been made recently at Gainesville, Ga., of appointment of Comissioned and Non-Commissioned Officers of the Cadet Corps of Riverside Military Academy. These "permanent" appointments follow a six week try-out period. Riverside, which spends fall and spring at Gainesville and its winter term at Hollywood-by-the-Sea, Florida, has been for the past six years the nation's largest military prep school. In addition it has received the U. S. War Department's highest official rating as Honor School annually since 1923.

Among those listed in this order is Harry W. Frank, of Riverton, New Jersey, who is assigned to the band as Private First Class.

IN APPRECIATION

We wish to express our sincere gratitude to our neighbors and many friends for their kindnesses to us during our recent bereavement—especially to those sending floral tributes and cars to the funeral.
Mrs. Adelaide B. Nichols
Mrs. Zennie I. Orcutt
Mrs. Charles A. King.

SHOES for men boys and girls
Ladies' Shoes on order

Ladies' Silk Hose
PALMYRA SHOE STORE
103½ West Broad Street
Palmyra, N. J.

Put All in the Oven

THE beauty of oven meals is their simplicity. Most oven meals can be done in one hour. It is important to select dishes that require the same baking temperature and time; to select casserole dishes and foods not affected by steam; and to cook vegetables in covered containers with one-half cup of water.

Here is a menu for an oven meal.

OVEN MEAL

Seattle Salmon Steaks with Pickle Sauce, or
Baked Lamb Chops in Tomato Sauce
Macaroni Loaf Scalloped Beets
Gingerbread

Seattle Salmon Steaks with Pickle Sauce

6 individual salmon steaks cut 1 inch thick
⅓ cup butter
½ tsp. salt
¼ tsp. paprika
1 tsp. Worcestershire Sauce
2 tbsp. grated onion

Place salmon steaks in shallow baking pan. Melt butter, add seasonings and spread over salmon. Sprinkle one teaspoon onion over each steak. Bake at 350 degrees for fifty minutes. Serve with Pickle Sauce.

Pickle Sauce

2 tbsp. butter
2 tbsp. flour
½ tsp. salt
1 cup milk
1 dill pickle, chopped
2 hard cooked eggs, chopped

Melt butter, gradually add flour and stir until smooth, add salt and milk gradually, stirring constantly, cook for five mlutes. Add pickle, chopped and hard cooked eggs, chopped. Keep hot until serving time. Serves six.

Baked Lamb Chops in Tomato Sauce

6 bones and rolled shoulder lamb chops
1 cup tomato juice
½ green pepper, sliced
1 onion, sliced
6 thin slices of lemon
1 tsp. Worcestershire Sauce
1 tsp. salt

Flour chops and brown thoroughly on both sides in skillet. Place in shallow baking pan, top with sliced onion, pepper and lemon. Pour tomato juice and Worcestershire Sauce over meat. Bake at 350 degrees for fifty minutes. Serves six.

Macaroni Loaf

2 cups cooked macaroni
2 tbsp. chopped pimiento
⅔ cup finely diced cheese
1 tbsp. minced onion
1 tsp. salt
1 cup dry bread crumbs
½ tsp. paprika
2 tbsp. melted butter
2 eggs, well beaten
1½ cups canned tomatoes

Mix all ingredients together thoroughly, turn into greased loaf pan and bake at 350 degrees about fifty minutes. Serves six to eight.

Scalloped Beets

3 tbsp. flour
2 tbsp. melted shortening
1 cup water
6 tbsp. lemon juice
½ cup vinegar
4 tsp. sugar
4 cups sliced, cooked beets
6 bacon strips

Mix flour into shortening, gradually add water, lemon juice, and vinegar, stirring until smooth; add sugar and cook until thickened, stirring frequently. Arrange beets in greased baking dish, pour sauce over them and lay strips of bacon on top. Bake at 350 degrees for fifty minutes, or until bacon is crisp. Serves six.

Gingerbread

2 cups sifted flour
1 tsp. baking soda
2 tsp. baking powder
¼ tsp. salt
1½ tsp. ginger
1 tsp. cinnamon
2 eggs, beaten
½ cup firmly packed light brown sugar
½ cup molasses
1 cup sour milk or buttermilk
½ cup shortening, melted

Mix and sift dry ingredients, combine eggs, molasses, sour milk and shortening; gradually add to flour-sugar mixture, beating thoroughly. Turn into greased nine inch square pan and bake at 350 degrees for fifty minutes. Yield: nine three-inch squares.

Indoor Gardening

Continuous bloom in the home during the winter may be had by successive plantings of Paper White and Soleil d'Or Narcissus, Chinese Sacred Lilies and Hyacinths. Secure bulbs now and start a pan or two at intervals of ten days. Also plant pips indoors of Lily of the Valley.

HENRY A. DREER
Building the Garden Beautiful since 1838

Tulips, Lilies, Narcissus and Hyacinths may be planted outdoors until the soil surface is frozen solid.

See Dreer's Autumn Catalog for Prices

PALMYRA

Mr. and Mrs. H. B. Conover and daughter Betty, of Washington avenue, were the weekend guests of Miss Ella Wilvert, of Halifax, Pa.

On Saturday evening, November 4th, Miss Mary Lou Elder, of Morgan avenue, entertained at her home. The guests present were the Misses Ruth Bellas, Anna Mae Little, Eleanore McDonald, Edith Kercher, Dolores Kelly, Jackie Pennington and Grace Horner, also, Earl Jensen, Dennis Rose, George McMahon, Walter McDonald, George Durgin, Robert Hozier, of Delanco, Erick Seehafer and Albert Thiel.

Mr. and Mrs. Leonard R. Baker, spent Saturday visiting their son, Leonard, Jr., at Gettysburg college. While there they attended the Gettysburg-Muhlenburg football game.

Mrs. Melvin Way, and daughter, of Baltimore, Maryland, are visiting Mrs. Matilda Vollmer and Mrs. Elvin Powell, of Memorial avenue, for a few days.

Mr. and Mrs. George A. Seel, III, and daughter Mitzi, of Maplewood, spent the weekend visiting Mr. Seel's parents, Mr. and Mrs. George Seel, of Cinnaminson avenue.

Mrs. Laura Kerrigan, of East Charles street was tendered a masked Hallowe'en party at her home by a few friends on Monday evening.

Mr. Custer Seel, of New York City, spent a few days with Mr. and Mrs. George Seel, of Cinnaminson avenue.

Miss Ella Wilvert, of Halifax, Pa., was the guest of Mr. and Mrs. H. B. Conover, of Washington avenue, recently.

MINSTREL SHOW NEXT MONTH

The famous Public Service Minstrels, well known throughout South Jersey, is scheduled to put on their complete show at the Palmyra High School Auditorium in the second week in December.

The Minstrel Show is being presented for the benefit of the Palmyra and Riverton volunteer fire companies.

The Public Service Minstrels is made up of employees of Public Service Transport and the entire troupe consists of 27 men.

This show is very much in demand by organizations in New Jersey and many are turned down annually, thus it is a rare privilege for the people of these communities to have this group produce the show for such a worthy cause as the joint fire companies. The public Service Minstrels is a non-profit organization whose members work only for good charitable causes. William Scheina is director of the troupe.

FIRST ANNIVERSARY OF MAIN STREET MARKET

"Butts" Carhart and "Bill" Wald, proprietors of the Main Street Market, Riverton, celebrate their first anniversary in business this week. From the day their store opened a year ago, local people have taken advantage of the fine quality groceries, produce and fresh meats found there.

Both of the proprietors have had many years of experience in their respective departments and their policy of courteous service and fair treatment have won the patronage of many people.

The proprietors state that they appreciate the patronage of all local people and express the hope to merit their continued support in the years to come.

SURPRISE PARTY

Miss Peggy Stevenson, of East Broad street, was given a surprise party last Saturday in honor of her birthday. The party was at the home of Miss Betty Conover, of Washington avenue.

The guests were the Misses Grace Horner and Regina Groome, of Riverton, and Gladys Jewett, of Palmyra; and George Mack, John and Robert Milroy and Richard Kercher, of Palmyra and Irwin Booth, of Riverton.

Saga of the Sea

Courage shown by their comrades in critical moments will always remain an inspiration to the men of the U. S. Navy and Marine Corps, who even in peace times face the hazards of their profession with the same self-sacrifice and devotion to duty they exhibit when in the heat of battle.

Modern science and the use of safety devices have by no means eliminated all the risks which naval men must take, as witness the submarine, aviation and other disasters which flash for a brief moment in the public prints and soon are forgotten.

Such a disaster struck the U. S. S. Wyoming in February, 1937, when an explosion occurred just as a five-inch shell was being loaded into the breech of a gun, killing an officer and six enlisted men of the Marine Corps. Her crew was stunned by the tragedy. The vessel returned from its war maneuvers to Long Beach, where both the dead and injured were removed to the hospital ship Relief.

Almost before the echoes of the explosion had died away, several incidents emphasized the calibre of the men who serve aboard our warships. A chief gunner's mate seized a bag of powder from a blinded loader and hurled it out of the casemate away from the danger of heat or sparks.

The less seriously wounded marines insisted that their comrades be given first aid before anything was done to ease their own sufferings. A splendid example of self-denial was furnished by the dying Marine Captain, Edward J. Trumble who, heedless of his own fatal injuries, said: "Get a doctor for the men. I'm afraid they're hurt."

The long roll of similar incidents, which have illuminated the pages of naval history since the days of John Paul Jones, prove that the nation may be well proud of its men who go down to the sea in ships.

WANT-ADS

LOST AND FOUND—RENTS—SALES
HELP WANTED
CLASSIFIED ADVERTISEMENTS
Rate 10c Per Line
(Lions Average 6 Words)
Minimum Charge 30c for Each Ad
Phone 712

1939 OLDS 5 passenger coupe, radio, heater, defroster, deluxe steering wheel, one owner, low mileage, looks like a brand new car at a big saving. "Jack" Dawley, Inc., 10 Broad St., phone Riverton 1212. 11-9-1t

SALE: Circulating oil heater, 2 burner, also Chevrolet auto trunk. Call 106 Broad street, Riverton.

SALE: 7 shares Cinnaminson Bank stock, sacrifice immediately to settle estate. Write Box R, New Era. 10-5-tf

WANTED: Room furnished or unfurnished in Palmyra or Riverton. Write Box "C" New Era. 11-9-1t

1937 DeSOTO tudor trunk sedan, good rubber, heater, a good family car, $185 down, $23.87 per month. "Jack" Dawley, Inc., 10 Broad St., phone Riverton 1212. 11-9-1t

SALE: Dining room furniture. Write Box "R" New Era. 10-12-tf

RENT: Part or whole house. Inquire 106 Broad street. 11-9-1t

COMFORTABLE apartment (living room, bedroom and kitchen dinette) available in desirable section of Riverton for single person or family of not more than two. Write Box "Z" New Era. 11-9-1t

WANTED: Woman to do plain sewing. Phone Riverton 671 11-9-1t
WANTED: Passengers to share driving expenses on trip to Florida. Leaving about December 1st in a '38 convertible. 11-9-1t

1936 CHEVROLET deluxe town sedan, trunk, heater, good rubber, $135 down, $20.37 per month, 16 months. "Jack" Dawley, Inc., 10 Broad St., phone Riverton 1212. 11-9-1t

FOR SALE: Combination gas and coal range, very reasonable. Phone Riverton 55-J. 11-9-1t

DO YOU go out to dinner on Sunday? If so, for a good home cooked dinner like you have always had for 50c at Walters Country House, call Riv. 642-J-2 not later than Friday and make reservations. 11-9-1t

1938 PLYMOUTH deluxe coupe, heater, very good rubber, good paint, one owner, low mileage, $175 down, $23.50 per month, 18 months. "Jack" Dawley, Inc., 10 Broad St., phone Riverton 1212. 11-9-1t

QUESTION

Question: Is there much financial grafting in connection with the schools? How can communities act to eliminate graft?

Reply: According to newspaper reports, financial grafting in schools, either through the deliberate theft of school funds or by the planned mismanagement of public funds for private gain, is not unknown. There have been school board members reported as requiring "kick-backs" from the first salary payments of newly appointed officers or teachers. Others have accepted gifts or money for a vote in selecting an architect or choosing a particular product. Insurance, building, and other reserve funds offer temptations for borrowings which are never returned. Or the graft may be in the school itself—from the sale of food or football tickets.

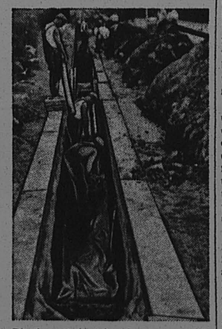
Many other methods have been employed. Duplicate requisitions and purchase orders have been used to deceive. Rubber-stamp school board signatures have been used instead of personal signatures. School board members have encouraged land purchases which have resulted in unnecessarily high costs.

CINNAMINSON TOWNSHIP

	1	2	3	Tot.
TOWNSHIP COMMITTEE				
Joseph L. Obert, R	149	72	228	449
Herbert Dinges, D	97	199	28	324
TOWNSHIP CLERK				
Harold R. West, R	212	157	228	597
BOND ISSUE				
Yes	49	61	60	170
No	86	39	45	170

Placing Electric Wires Underground Presents Many Intricate Problems

As they pause to join a "sidewalk superintendent's club" and gaze intently at a group of men working in a trench, few persons realize that they often are viewing steps in a far-reaching plan for the removal of overhead electric wires and poles by Public Service preparatory to placing the wires underground. Since the formation of the Public Service Corporation of New Jersey in 1903 the company has spent $24,000,000 in carrying out its program for the removal of overhead electric wires and poles along 203 miles of thoroughfare. Additional millions of dollars have been spent by the company in substituting underground cables for some of the heavy overhead wires in congested areas and in applying to existing underground areas the latest type of automatic network equipment designed to assure continuous service.



Placing of electric wires, encased in ducts, underground.

The work of placing fibre pipe, called duct, fitting the lengths together with threadless fibre sleeves and separating each duct by means of pre-formed cinder-concrete spacers, looks very simple, but actually it includes more than digging a trench, laying the ducts, and encasing the group of ducts in concrete. Most important, the duct line must not only have connections to the various buildings along the street, but must be so placed as not to interfere with the maze of gas, water, sewer and other pipes already laid.

Public Service has an especially designed device on its power shovels which readily detects the presence of uncharted pipes that might otherwise be unintentionally uprooted. At times, in laying the ducts, underground streams must be mastered, rock or quicksand is encountered, or perhaps a railroad must be tunnelled.

At intervals along the conduit line manholes are built to provide space for splicing the power cables which are pulled through ducts and for housing transformers and other electrical equipment. The transformer has attached to one side a strange-looking device called a "submersible network protector." This protector is not disturbed if water rises above its level, but continues to safeguard service, even in the event a cable or other electrical apparatus ceases to function.

Many months of design work and careful planning for the future are required before ground is broken. Then, too, work must be properly scheduled, not only to assure that materials arrive on the job as needed, so that streets will not be blocked, but to spread the work evenly throughout the year and to avoid seasonal unemployment

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FRESH GARDEN LETTUCE head 5c
FINE EATING PENNA. CELERY 3 stalks to bunch bch 12c
FRESH BROCCOLI Original Bunch 2 bchs 25c
WHITE or YELLOW TURNIPS lb 2c
FLORIDA JUICE ORANGES 2 doz 25c
HARDING'S SWEET CREAM BUTTER FARM ROLL 2 lbs 63c
BORDEN'S CHATEAU CHEESE Two ½-lb pkgs 25c
CALIFORNIA DIAMOND ENGLISH WALNUTS lb 23c
SANKA COFFEE DRIP or PERCOLATOR lb can 32c
R. & R. BONED CHICKEN can 39c
Red Heart DOG FOOD ABC DIET 3 cans 23c
NEW PACK SALT MACKEREL FILLETS each 5c
KELLOGG'S EVAPORATED MILK 3 tall cans 19c
French VIENNA BREAD loaf 5c
SWIFT'S PREMIUM GENUINE SPRING Legs of Lamb lb 24c
One Price—None Higher
5 to 6 lb avg
SPECIAL FEATURE—VOGT'S BONELESS Smoked Butts 1½ to 2½ lb avg lb 28c
STRICTLY FRESH KILLED PARAMOUNT Turkeys lb 29c
TENDER and DELICIOUS
Reg. price 35c for this quality turkey
NEW LOW PRICE . . . PREMIUM PRIME Rib Roast lb 28c
BEST CUTS
Reg. price 35c for this prime beef
VOGT'S CITY DRESSED Shlds of Pork lb 16c

"Learn to say 'No'. It will be of more use to you than Latin."

THE NEW ERA

RIVERTON :: CINNAMINSON :: PALMYRA

SI KOLOGY SEZ: "No matter ef it is Nov. 23 or Nov. 30 th' Amerykin Peepul kin be thankful thet they ARE th' Amerykin Peepul!"

50th Year No. 43 RIVERTON—PALMYRA, N. J., THURSDAY, NOVEMBER 16, 1939 PRICE FIVE CENTS

WILL CONSIDER POLICE RADIO

Petition Presented to Riverton Borough Council Asks Investigation

At the meeting of Riverton Borough Council held on Thursday night of last week, a petition, containing several hundred names was presented to the governing body asking that consideration be given to the installation of a two-way police radio system, if such should be found to be practical.

The petition was circulated by members of the Palmyra-Riverton Rotary Club, this organization having recently sponsored a demonstration of police radio equipment. It is understood that a similar petition is being presented in Palmyra.

Referred to Committee

The matter was referred to the police committee, of which Councilman Earl Shrader is chairman, for investigation and report.

Councilman Robert Knight reported that a joint meeting with Palmyra officials is planned for the near future, at which time the matter will be discussed in detail.

The Rotary Club was accorded a vote of thanks for the demonstration.

Lighting Survey

Councilman J. W. Sylvester, reporting for the lighting committee, stated that he, with a representative of the Public Service Company, would conduct a survey of the local lighting situation in the near future and that he believed considerable improvement was possible without an increase in cost.

He cited several instances where he felt such a step was possible.

Vacant Lots

The borough clerk, Daniel M. Clifton, reported that a survey had been made of vacant lots where the tall undergrowth constituted a fire hazard and that notices had been sent to owners giving them 10 days to do the necessary cleanup work.

Council decided that, according to ordinance, if the properties were not taken care of by that time, the bor-

(continued on page 7)

New Service Station Here

The report of the Palmyra building inspector, Edward A. King, for the past month shows that seven permits have been issued covering operations on which the estimated cost is $8,267, the largest project being for the erection of a gas station at Broad and Morgan.

The complete list of permits follows, the first name mentioned being that of the contractor:

Atlantic Refining Co., gas station, corner Broad street and Morgan avenue, Lester Goldsmith.

Edwin Fish, roof, 815 Cinnaminson avenue, Joseph Kessler.

Samuel Diener, remodel dwelling, 710 Washington avenue, Raymond Warner.

Lester Buzzard, two car garage and siding, 402 Garfield avenue, Howard Hermes.

Curtis Stavely, one car garage, 717 Pennsylvania avenue, Palmyra Building & Loan.

Curtis Stavely, new roof, 215 Morgan avenue, Warren Gilbert.

Curtis Stavely, remodel dwelling, 312 Leconey avenue, Palmyra Building Loan.

TICKETS FOR GAME

Announcement was made this week that tickets for reserved seats at the Dedication Exercises at Palmyra-Riverside game, at the new high school stadium, on Thanksgiving Day, November 23, will be on sale at the Rogers New Agency, Broad street, Palmyra, at the high school and also at the stadium before the game. The price for reserved seats is 65 cents.

General admission tickets, at 40 cents, will be sold only at the stadium.

The program begins promptly at 12 noon.

RAPID PROGRESS AT POST OFFICE

Work is advancing rapidly on the new Riverton post office, the power shovel having finished work last week. Final touches for the basement excavation were completed on Wednesday and the pouring of concrete will commence as soon as the forms are ready.

The material for this work has arrived, an entire carload of cement being unloaded at the Thomas avenue siding.

With construction operations actually under way, parking space on Main street, between Harrison and Seventh, is at a premium.

GREAT GROWTH

Burlington County Institution Started Sixty Years Ago at Mount Holly

At the fall meeting of the Women's Auxiliary of the Burlington County Hospital, held at the home of Mrs. Alexander C. Wood, Jr., on November 7th, Dr. Marcus J. Summey spoke on the history and growth of the Burlington County Hospital. Sixty years ago, he said, a small group of women, assisted by Dr. Francis Ashhurst, a prominent Mt. Holly physician, banded together to start an institution which would aid those needing hospital care. They had very little money and not much equipment. At that time, there was very little surgical equipment needed, as it was eight years before the first successful operation for appendicitis was performed in the world.

The hospital acquired friends and endowments and at the end of fifty years it had accumulated $100,000. In 1926 a campaign for $350,000 was carried on in Burlington county. The fund was oversubscribed and when the campaign was closed they had $450,000, to which $50,000 was subsequently added making a total of a half a million dollars, which is the value of the present plant.

At present most of the positions on the staff are occupied by Burlington County Physicians with the Philadelphia specialists acting as consultants.

Great Expansion

The original order for fifty beds was considered optimistic, but in no time others had to been added and at present 145 beds occupy every available space, even filling the solariums and sun porches. There was such a demand for patients to be admitted to the hospital for study that it was decided to open an Out-Patient Department, where patients could be examined and prepared for operation, while beds were being made available for them. These patients are asked to pay small clinic fee if they can, but are not embarrassed if they have no funds. This department was started also in a small way, under the supervision of Miss Elizabeth Ancker, former superintendent of the old hospital, a person who has spent most of her life in the service of humanity in Burlington County. There have been over 100,000 visits to the Out-Patient Department since the opening of the new hospital. At present there are sixteen clinics in this department of a group of physicians especially trained for each service. In the past five years the Out-Patients Department has arranged for 2300 tonsilectomies.

Departments

The X-ray Laboratory was opened with one physician and one assistant. At the present time this department has two physicians and

NOTICE

Because of the observance of Thanksgiving on Thursday, November 23, The New Era will be distributed on Tuesday morning of next week instead of Thursday as usual.

All news and advertising copy MUST therefore, be turned in by 12 noon on Monday, November 20. Positively no material will be accepted after that hour.

The cooperation of our news contributors and advertisers will be greatly appreciated.

WELL RECEIVED

The New Era has received many kind letters of congratulation in respect to the recent 50th Anniversary issue and a number of editors have commented upon the edition in the columns of their papers.

Among these are the following:

"The New Era celebrated its fiftieth anniversary on Thursday of last week with a 72-page edition, beautifully printed and profusely illustrated with many pictures—past and present. It is a paper that everyone in Riverton, Palmyra and vicinity will appreciate for its historical value and otherwise . . . The Chronicle wishes for them many more years of continued success and prosperity."

Moorestown Chronicle.

—o—

". . . Fifty years of existence—and progress—were celebrated last week by our contemporary, The New Era. By way of observing the anniversary, The New Era issued a 72-page edition, containing historical, industrial and civic data which it has taken the staff of the newspaper months to collect and edit . . . The New Era and its staff is to be congratulated, not only on the completion of 50 years of news service to its community, but for the months of labor necessary to issue the anniversary edition."

The Mt. Holly Herald.

—o—

"We have been looking over your 50th Anniversary Edition and thought it was the best looking paper we have seen in many a mail. Congratulations on your Fiftieth Anniversary and the swell get-up. Accept the sincere best wishes of the entire staff.

Cumberland Co. Advertiser-Press.

—o—

"I read with much interest your Fiftieth Anniversary Edition of The New Era.

"May I take this opportunity of commending you and your staff on not only this historic edition, but also on the progress you have made over the past fifty years."

Arthur W. Lewis, Riverton.

—o—

"Your Fiftieth Anniversary Edition of The New Era is a masterpiece and a souvenir edition to the community in every sense of the word. This 72 page paper is a compliment to the establishment and my hat is off to you. Congratulations."

Arthur F. Coe,
Montrose, Pa.

—o—

"Congratulations on the 50th Anniversary issue. It is very attractive and will be valuable for future reference."

Everett Wolcott.

—o—

"Having seen quite a few special edition papers at various times, I can truthfully say that I have never seen an anniversary edition with more real reader interest than you have put into this issue. Congratulations to The New Era for turning out such a fine job.

Paul J. Klang, Philadelphia.

WANTED AT ONCE

Wood, coal or oil stove for needy family. Call Riverton-Cinnaminson Welfare Association, Riverton 284.

NEW DIRECTORY IS DISTRIBUTED

A new issue of the telephone directory now being distributed throughout Camden, Burlington and Gloucester counties is bigger by a dozen pages and about 500 listings than the book issued nine months ago.

The New Jersey Bell Telephone Company says the higher number of listings results from adding about 3,000 new listings while approximately 2,500 were dropped for one reason or another.

In all, some 16,000 changes in listings in the alphabetical white-page section have been made.

ZONING PROJECT IS DISCUSSED

Demonstration of "Chemical Magic" to Be Given at Annual Affair

A demonstration of "Chemical Magic" will be the high point of interest at this year's Y.M.C.A. annual Father and Son Banquet at the First Baptist Church, Tuesday, December 5 (Palmyra).

Prof. Showell C. Dennis, of Girard College, will be the guest of the evening, on whom attention is certain to be riveted, as he illustrated his talk with the performance of experiments which produce the effect of witnessing chemical magic right before ones very eyes.

C. B. Marple, chairman, of the Y.M.C.A.'s father and son banquet committee, is leting it be known that he believes Dr. Dennis' part on the program will make this one of the finest evenings of this kind ever held here following a long succession of splendid father and son banquets dating back about twenty years.

Parker Toastmaster

Lawrence B. Parker, President of the Palmyra - Riverton Y.M.C.A. Board, will be the toastmaster.

On the father and son banquet committee of arrangements Mr. Marple has associated with him these Y.M.C.A. Board members: Robert G. Adams, E. Newbold Cooper, Robert J. Finney, Paul R. Jones, Maurice Joyce, Charles Ray, and Mayor John F. Ward, also Secretary Guy C. Hendry.

Tickets may be had from any of the above, or from the remaining members of the "Y" board, who are: Walter S. Barclay, Howard B. Conover, Francis B. Elwell, Grover F. Fox, Nathan Lane, Clifton P. Mayfield, Lawrence B. Parker, Victor Ritschard, Floyd W. Spahr, Charles S. Stickney, George N. Wimer, R. M. Woodward and Charles H. Yost.

RIVERTON P.T.A. NEWS

Next Monday, November 20th, the first afternoon meeting of the Riverton Parent-Teacher Association will be held in the school auditorium.

At 2.30 there will be a child study group, under the direction of Mrs. Richard Hooper. The subject will be "Parents Need to Stand Together." It need not harm children to know that their parents sometimes disagree, if the atmosphere of the home is one of basic loyalty and mutual understanding."

At 3.30, Miss Margaret G. Carey, Burlington county music helping teacher, will speak on "Music as a Hobby."

Mrs. Helen Hagstoz will be in the library to take care of any small children.

Tea will be served after the meeting by Mrs. Walter Moyer and her committee.

COMPLETE PROGRAM NEW HIGH SCHOOL STADIUM IN NEXT WEEK'S NEW ERA

NEW SEWER LINE IS SATISFACTORY

Many Homes Now Connected; George Spencer Speaks to School Students

Councilman T. Curtis Flynn at the meeting of Palmyra Borough Council, Tuesday evening, stated that the new sanitary sewer project will actually cost $12,000 less than the original estimate.

He reported that forty homes were already hooked into the new sewer lines, and that everything is entirely satisfactory.

A resolution offered by Councilman Buchholz, authorizing the private sale of $25,000 worth of sewer assessment bonds, was passed unanimously. A second resolution for the issuance of a note for $7,500 to wipe out a $3,000 loan from the borough's general fund, and to provide a surplus for the incidental expenses in connection with the bond issue just passed was unanimously approved.

Clerk a Speaker

Mayor John F. Ward greeted the students and instructor from the sociology class at Palmyra High School and introduced George Spencer, borough clerk, the speaker of the evening.

Mr. Spencer gave a very clear explanation of the mechanics of elections in the borough, and supported his talk with many of the forms and instructions that guide elections board officials and candidates.

George N. Wimer will be the speaker at the next regular meeting, his subject being welfare work in the borough.

Transfers Asked

Mayor Ward asked the Public Service representative present if it would be possible to obtain the privilege of transferring from any bus over the Delaware River Bridge to a No. 9 bus on the Camden side. This request will be transmitted to his office, the representative stated.

Fire Chief Geddes asked council for the privilege of employing two unemployed firemen for several days, supported with welfare help, to make the rounds of the town to burn the dry grass on vacant lots. This permission was granted, but it was specifically stated that the privilege

(continued on page 9)

RED CROSS ROLL CALL

The annual Red Cross Roll Call in Palmyra is now on. Conditions in the world today have necessitated a large increase in the quota this year. Palmyra has been asked to raise $550. The question arises are we going over top? Do you know how the dollar which you contribute is used? Twenty-five cents stays in the Branch in Palmyra, twenty-five cents goes to the Burlington county chapter, and fifty cents is sent to Washington for National work.

With the twenty-five cents we kept in Palmyra last year money was donated to the Veteran's Children's Christmas fund of the American Legion; helped two ex-service men and three civilian families; made one afghan, one lap cover, five sweaters, twelve bedside bags, nine cushion covers, one shoulder shawl, six men's bed jackets, all of which were sent to a veteran hospital; two dozen girl's dresses size 12 years and purchased two dozen boys suits which were sent to the Polish refugees. Thus, to enable us to continue with the splendid work we ask the citizens to join the Red Cross so that we may aid those in need.

DON'T FORGET

Riverton - Cinnaminson Welfare Association Rummage Sale all day today (Thursday) in store of Collins building, Main street, Riverton.

BRIEF ITEMS from ABOUT TOWN

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Tax Situation Is An Asset

The New Jersey Tax situation should be an asset, rather than a handicap, in its competition with other commonwealths for new home owners and industries.

This statement was delivered at the November meeting of the Burlington County Real Estate Board at Mt. Holly on Tuesday by W. Wilson Heinitsh, manager of the Philadelphia Office of Previews, Inc., the National Real Estate Clearing House.

"In recent years," Heinitsh told the realtors, "New Jersey Real Estate has suffered needlessly from adverse tax publicity. Not only has this publicity deterred people from buying in New Jersey, but it also has tended to make people move out of the state. As a result, today we find charming and beautiful communities, communities that are among the finest in the country, with attractive and well-built homes standing vacant and for sale.

Tax High

"It is admitted that the New Jersey Real Estate Tax is high. Many contend that it is too high. And they may be right. The fact, however, remains that realty taxes are but a part of the tax burden of the homeowner and taxpayer.

"Few people realized this fact and it has only been of late that the thought has struck home that in comparing rates, one must take into consideration the total taxes paid by the home-owner.

"When we bear in mind that there are also income taxes, personal property taxes, school taxes, poor taxes and the like and that those taxes are paid in addition to the real estate tax, we obtain an entirely different view of the tax situation in New Jersey. For, if we add together the total taxes paid by residents of the various surrounding states, we find that the tax differential, insead of being against New Jersey, is decidedly in its favor. And in many instances, the difference in the total taxes is quite large.

"The advertising campaign recently inaugurated by New Jersey is helping people to realize this all important fact—that it is cheaper to live in New Jersey. If brokers will stress, at that point, they can turn the high realty tax rate from the handicap that it has been in the past into a decided asset.

"Real estate is on the upward swing. This swing will become more evident as the months go by. The latent demand for homes will become an active and open one. When that comes about, New Jersey Real Estate should benefit."

Westfield Friends' School

Parents and friends of the school are invited to hear Miss Cadwallader, of Trenton, speak on "Books Your Children Will Enjoy" on Thursday, November 16, at 3.30 o'clock. Tea will be served in the library after the talk. Miss Beulah Parry, Mrs. Edward Lippincott, Mrs. Richard Lippincott and Mrs. Charles M. Biddle, III, will act as hostesses for the occasion.

—o—

Plans are being made for a Thanksgiving program to be given at the Cinnaminson Convalescent Home next Wednesday morning, at 11 o'clock.

—o—

Last week's assembly was conducted by Richard Gideon and Esther Wilson. The upper classes showed the development of puppet making through the various stages, the lower classes the advancement made in their animal project.

—o—

Book Week is being emphasized in various ways throughout the school. A library committee, assisted by Miss White has been busy all week cataloging and classifying the books. Time will be given the committee on Thursday morning to explain the system and rules of the library—to the whole school. Arthur Platt is chairman of the committee which is planning a trip to the County Library in Mount Holly on Friday.

F.H. A. MORTGAGES
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WALTER D. LAMON
Realtor
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(Sach's Building)

PALMYRA SCHOOL NOTES

"Books Around the World" is the theme of the display for Book Week, in the library November 12 to 18. There will be a costume map called "Children Around the World." Book markers will be given to everyone in the school.

—o—

"The Goose Hangs High" a modern three-act comedy has been chosen for the junior class play. It will be given December 8 and 9.

—o—

An Armistice Day assembly was given Tuesday and Wednesday of last week. "A Night of the Trojan War" was the play and the people who participated were: Richard Deemer, Arthur Gowell, Edmund Turnock, George Mack, John Parsons and James Brown.

—o—

Miss Haney's fourth grade presented the summarization of an American Indian unit to Miss Johnson's class on Thursday, October 20. Each child gave a brief talk on some phase of Indian life.

—o—

The eighth grade science classes under the supervision of Earl B. Whitcraft and Thomas Bogia, went on a nature hike to "Dead Man's Woods." The sixty-six members were divided into groups, who scurried the woods for specimens of mosses and low-growing plants. Winter gardens will be made in the science rooms. These science classes also saw and heard a motion picture, "The Earth in Motion," which was used at the completion of a unit about the earth and the heavenly bodies.

—o—

Earl B. Whitcraft spoke to the fourth grades about the New Jersey Indians on November 8. He showed an interesting collection of Indian implements and arrow heads which he gathered from this section of the state.

—o—

On October 24, Harriet Egan told the fourth grade children about the southwestern Indians that she saw on her recent trip to the West. Pictures and various things made by the Indians were shown.

—o—

The Junior School newspaper, the Spotlite, published its first edition for the year. The newly-appointed staff are as follows: Editor-in-chief, Jack Lewis; assistant editors, Jack Messenger, James Marshall; Art, John Cawthorne; humor, Albert Parker, Robert Latch; news, Salvatore

DRAINAGE WORK STARTED

At the meeting of the Cinnaminson Township Committee held this week, the engineer reported that the drainage project in East Riverton was about to get under way, preliminary operations having been begun this week.

The digging of a ditch is believed to be the solution of a bad situation which has resulted in the flooding of house cellars over a considerable period of time.

The ditch will be dug by a U .S. Army dredge.

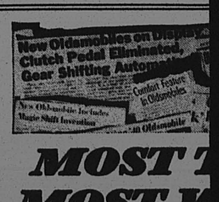
president, Melvin Harrison; secretary, Eileen Rae; treasurer, Richard Hubbs; reporter, Mark Hoephner.

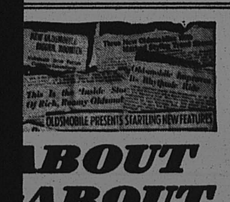
PORCH CLUB

Garden Section

For the Garden Section meeting scheduled for November 21st at 2.30 p.m. we have been fortunate enough to engage Mr. Winston E. Parker who will talk to us informally. He will cover phases of garden work of timely interest, especially those pertaining to transplanting and pruning of shrubs and general care of trees and lawns.

A Cornell graduate, he brings to this community some new and very modern ideas. He has served for the past three years as an officer in the National Shade Tree Conference and as a member of the Executive Board of Shade Tree Commissions. Locally he has had charge of shade tree problems for Moorestown, Haddonfield and Mount Holly.





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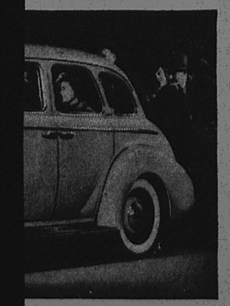

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. . . typewriters are clicking . . . news is spreading . . . Olds-mobile buy for 1940! And never has been so deserving of acclaim. They're better, they're brimming with luxury. And every Olds model at extra . . . the one BIG new Oldsmobile's exclusive Hydra-Matic. Drive today for a thrilling trial trip!

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PRICED FOR EVERYBO... ...ed up. Delivered at Lansing, Michigan. Car illustrated: "... ...clude Safety Glass, Chrome Window Reveals, Bumpers, Spare Wheel, Tire and Tube, Dual Trumpet Horns, 2 Windshield Wipers, Vacuum Booster Pump, 2 Sun Visors. White side-wall tires as shown—extra. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice. General Motors Instalment Plan A GENERAL MOTORS VALUE

'JACK' DAWLEY, Inc., 10 Broad St., Riverton
TELEPHONES—Riverton 1212—Merchantville 580

Winter Driving Tips

Wintry blasts and accompanying snow and ice are just "around the corner" and with them will come traffic accidents and deaths unless practical prevention methods are applied, Motor Vehicle Commissioner Arthur W. Magee warned this week.

An exhaustive research of all factors reveals, the commissioner says, that skidding and inadequate traction are the most serious winter hazard. Stopping distances on ice without tire chains or cinders are from five to eight times longer than on dry pavement, and three to five times longer on packed snow than on dry pavement. The second most important danger is reduced visibility because of storms and longer hours of darkness.

Driving Tips

The safe driver, Commissioner Magee asserts, will follow the following safe driving winter tips:

1. Check electrical and exhaust systems, windshield wipers and keep brakes equalized. Keep tire chains, defrosters and other vital equipment in good condition for use when needed. Distribute the car's load evenly.

2. Speeds on ice should not be excessive even with abrasives on the ice or with tire chains. Chains or abrasives provide a needed safety factor, making 20 miles an hour on ice reasonably safe. Without them the same speed is extremely hazardous and speeds lower than 15 miles an hours are imperative.

3. The common practices of lowering tire pressure or of increasing the load give only slightly more traction and not nearly sufficient for all-around safety.

Adequate Vision

4. Maintain an adequate vision through windshields and windows. Circulate fresh air by opening the cowl ventilator, rather than side windows which tends to suck exhaust gases through the floor boards.

5. On wet and even dry pavement always anticipate ice on bridges, in shaded spots, around curves and over hills and when thawing temperatures are dropping.

6. Start by releasing the clutch slowly, with engine idling and the car in low gear, and accelerate slowly to avoid spinning the rear wheels.

7. Pump the brakes in stopping, even when using chains, to keep the wheels rolling. Slow down in gear to about 10 miles per haur, then release the clutch for the final stop.

8. Keep a steady foot on the accelerator to avoid spinning the rear wheels. If a skid starts, turn the front wheels in the direction the rear is skidding.

9. When it is slippery try out the brakes ocasionally to get the feel of the road. Keep speed down and car in gear. Avoid situations requiring sudden stops and sudden changes in direction.

WOMAN'S EXCHANGE AT PORCH CLUB DEC. 2

On Tuesday, December 5, a Woman's Exchange will be held in the Porch Club, Riverton. The sale will be open to all women of Riverton and vicinity, whether Porch Club members or not.

Those wishing to offer articles for sale are asked to register with Mrs. Gilbert A. Coe, phone Riverton 321-R, on or before December 2.

The Exchange will be held from 2 until 5 o'clock, preceding and following the monthly business meeting of the club. A program of Christmas music will be presented at this time.

Those in charge of the event hope that many will avail themselves of the opportunity both to sell homemade delicacies and handicraft and to purchase unique and attractive articles for Christmas use.

WORK WANTED

Respectable colored woman with experience wants domestice service. References.

George N. Wimer,
Welfare Director.

Wood & Kindling Wood
FOR SALE
A. RICKETTS
Telephone Riverton 104

ALUMNI TO MEET

The Burlington county alumni of the University of Pennsylvania will hold a meeting Tuesday night, November 21, at the "Willows" corner Garden and Cherry streets, Mount Holly. An elaborate program has been arranged to follow dinner which will be served at 6.45 o'clock.

Dr. Scully Bradley, a member of the Department of English faculty will speak on current day university problems, and, Jerry Ford, Freshman football coach and Director of Freshman athletics will tell about the school's athletic teams.

The meeting is the second to be held by the Burlington County group and it is expected that many of the county's Pennsylvania graduates will attend. Invitations have been sent to all known alumni in Burlington county, but, the committee in charge, headed by Leon F. Rosenfeld, of Mt. Holly, wishes that all Penn alumni now living in the county attend the meeting even if their names were missed on the invitation list.

HOSPITAL SHOWS GREAT GROWTH

Burlington County Institution Started Sixty Years Ago at Mount Holly

At the fall meeting of the Women's Auxiliary of the Burlington County Hospital, held at the home of Mrs. Alexander C. Wood, Jr., on November 7th, Dr. Marcus J. Summey spoke on the history and growth of the Burlington County Hospital. Sixty years ago, he said, a small group of women, assisted by Dr. Francis Ashhurst, a prominent Mt. Holly physician, banded together to start an institution which would aid those needing hospital care. They had very little money and not much equipment. At that time, there was very little surgical equipment needed, as it was eight years before the first successful operation for appendicitis was performed in the world.

The hospital acquired friends and endowments and at the end of fifty years it had accumulated $100,000. In 1926 a campaign for $350,000 was carried on in Burlington county. The fund was oversubscribed and when the campaign was closed they had $450,000, to which $50,000 was subsequently added making a total of a half a million dollars, which is the value of the present plant.

At present most of the positions on the staff are occupied by Burlington County Physicians with the Philadelphia specialists acting as consultants.

Great Expansion

The original order for fifty beds was considered optimistic, but in no time others had to been added and at present 145 beds occupy every available space, even filling the solariums and sun porches. There was such a demand for patients to be admitted to the hospital for study that it was decided to open an Out-Patient Department, where patients could be examined and prepared for operation, while beds were being made available for them. These patients are asked to pay small clinic fee if they can, but are not embarrassed if they have no funds. This department was started also in a small way, under the supervision of Miss Elizabeth Ancker, former superintendent of the old hospital, a person who has spent most of her life in the service of humanity in Burlington County, There have been over 100,000 visits to the Out-Patient Department since the opening of the new hospital. At present there are sixteen clinics in this department of a group of physicians especially trained for each service. In the past five years the Out-Patients Department has arranged for 2300 tonsilectomies.

Departments

The X-ray Laboratory was opened with one physician and one assistant. At the present time this department has two physicians and two assistants. About 4000 patients are examined annually, and 550 given X-ray treatments. Fifty per cent of this work is free. There has been an estimated ten pere cent increase in work this year over last. There have been 223 patients treated this year for cancer. A new portable X-ray machine was added this year.

A Clinical Laboratory was opened in 1928 with one technician. The staff has increased and at present there is one pathologist and three technicians. The receipts from this department have increased from $1,100 in 1928 to $5000 in 1938.

A Physiotherapy Department was opened in 1938, under the supervision of a well trained physiotherapist, with new and up to date equipment for the treatment of orthopedic cases and other types of injuries. This department had to be added in order to comply with the requirements of the Crippled Children's Commission.

Receipts

The hospital receipts from patients have increased from $40,000 in 1928 to $80,000 in 1939. However, this amount only covers about fifty per cent of the actual cost of running the hospital.

There were 142 births in the hospital in 1929. Last year there were 505 births and so far this year there have been 494.

In the past three years approximately $20,000 has been spent on new equipment and repairs to the hospital and nurses' home. Much of the equipment has been contributed by friends and local organizations in Burlington county. The American Legion has just informed the hospital that they are going to present an iron lung and several other pieces of needed equipment. The hospital at present urgently needs more space for patients, a supply of radium and a deep X-ray therapy machine for treating cancer cases.

The executive committee with Mrs. F. W. D'Olier was authorized at the meeting to decide on a gift to the hospital from the auxiliary, and to spend up to $550 from the treasury.

BUSINESS

For most of the country's citizens, business and financial news last week continued to spell better times ahead. Secretary of Agriculture Wallace predicted a sharp rise in cotton prices next spring. Unfilled aircraft orders topped the $2,000,000 mark. Wisconsin utilities are planning the largest expansion in 10 years. California's credit improved when voters defeated "ham 'n' eggs," the $30-every-Thursday plan for folks over 50. The state's warrants sold at a 3 per cent interest rate compared to 4 per cent demanded by investors prior to the election.

In 1938 there were 128 births for every 100 deaths in New Jersey.

C. ANDERSON
The Builder
STORM SASH PAINTING
Phone Riverton 1122

Health Question: What are some diseases that can be transmitted by lice?

Doc Says:

Lice are capable of spreading a great many diseases among humans. Among them are typhus fever, trench fever, relapsing fever, and tularemia.

Lice are usually associated with unsanitary conditions and congestion. They were carriers of much of the typhus fever and trench fever which ravaged soldiers in the World War.

Cleanliness is the first line of defense against the louse. It cannot withstand repeated attacks of soap and water.

—o—

Helath Question: Is excessive speed in ambulances necessary?

There are circumstances in which saving a life is sometimes a matter of time. A person who has been injured in an accident and is bleeding profusely may be cited as an illustration. Such a persons should receive medical attention as soon as possible.

Generally speaking, however, there is no necessity for reckless driving on the part of ambulance drivers. Unduly fast driving of ambulances has caused too many accidents. When this occurs the function of the ambulance—as a vehicle of mercy—has been defeated.

An additional five or ten minutes will not cost a life in most cases. The ambulance driver's desire to get his patient to a hospital as soon as possible should therefore be tempered with good judgment.

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

CANDY CLUB DRAWING

The Business and Professional Women's Club has had its fourth drawing in the Candy Club.

Winners to date are:

First, Mrs. Thelma Baylor; second, Miss V. M. Brower; third, Miss Esther Yerkes; fourth, Miss Harriet E. Egan.

WANTED

There is a pressing need of school children's shoes. If your child has outgrown his or her shoes won't you send them to us? If they need repairs we will attend to the matter. We can also use cast off clothing—especially for children. Please keep this in mind.

George N. Wimer,
Welfare Director.

ON CHAMPION TEAM

Cadet Richard M. Hollingshead, III, of the Manlius School, son of Mr. and Mrs. R. M. Hollingshead, of 105 Midway, Riverton, was a member of his company's six-man football team which went through an undefeated season to clinch the school's B-League intramural championship. Cadet Hollingshead played the quarterback position on the team.

Veneral disease clinics in New Jersey increased in number from 36 in 1936 to 64 in 1938.

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18 E. BROAD ST.
PALMYRA
OPEN DAILY
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Applied to your Rose beds just before covering for the winter will destroy the larvae of many insects hibernating in the ground. A Rose Garden Fungicide, Insecticide and Fertilizer.
A ten pound can is sufficient for 30 to 50 rose bushes. One pound 75c; five pounds $2.75; ten pounds $4.75.
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I'm on my way to get a ride in a
1940 FORD V-8

The NEW-FASHIONED CAR WITH 22 IMPORTANT IMPROVEMENTS
Ask Us to PROVE It's New-Fashioned!
LESTER S. FORTNUM
119-125 West Broad Street, Palmyra, N. J.
Telephone Riverton 1180
FORD DEALERS OFFER LOW FINANCE RATES

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"In recent years," Heinitsh told the realtors, "New Jersey Real Estate has suffered needlessly from adverse tax publicity. Not only has this publicity deterred people from buying in New Jersey, but it also has tended to make people move out of the state. As a result, today we find charming and beautiful communities, communities that are among the finest in the country, with attractive and well-built homes standing vacant and for sale.

Tax High

"It is admitted that the New Jersey Real Estate Tax is high. Many contend that it is too high. And they may be right. The fact, however, remains that realty taxes are but a part of the tax burden of the home-owner and taxpayer.

"Few people realized this fact and it has only been of late that the thought has struck home that in comparing rates, one must take into consideration the total taxes paid by the home-owner.

"When we bear in mind that there are also income taxes, personal property taxes, school taxes, poor taxes and the like and that those taxes are paid in addition to the real estate tax, we obtain an entirely different view of the tax situation in New Jersey. For, if we add together the total taxes paid by residents of the various surrounding states, we find that the tax differential, instead of being against New Jersey, is decidedly in its favor. And in many instances, the difference in the total taxes is quite large.

"The advertising campaign recently inaugurated by New Jersey is helping people to realize this all important fact—that it is cheaper to live in New Jersey. If brokers will stress, that point, they can turn the high realty tax rate from the handicap that it has been in the past into a decided asset.

"Real estate is on the upward swing. This swing will become more evident as the months go by. The latent demand for homes will become an active and open one. When that comes about, New Jersey Real Estate should benefit."

Westfield Friends' School

Parents and friends of the school are invited to hear Miss Cadwallader, of Trenton, speak on "Books Your Children Will Enjoy" on Thursday, November 16, at 3.30 o'clock. Tea will be served in the library after the talk. Miss Beulah Parry, Mrs. Edward Lippincott, Mrs. Richard Lippincott and Mrs. Charles M. Biddle, III, will act as hostesses for the occasion.

—o—

Plans are being made for a Thanksgiving program to be given at the Cinnaminson Convalescent Home next Wednesday morning, at 11 o'clock.

—o—

Last week's assembly was conducted by Richard Gideon and Esther Wilson. The upper classes showed the development of puppet making through the various stages, the lower classes the advancement made in their animal project.

—o—

Book Week is being emphasized in various ways throughout the school. A library committee, assisted by Miss White has been busy all week cataloging and classifying the books. Time will be given the committee on Thursday morning to explain the system and rules of the library—to the whole school. Arthur Platt is chairman of the committee which is planning a trip to the County Library in Mount Holly on Friday.

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PALMYRA SCHOOL NOTES

"Books Around the World" is the theme of the display for Book Week, in the library November 12 to 18. There will be a costume map called "Children Around the World." Book markers will be given to everyone in the school.

—o—

"The Goose Hangs High" a modern three-act comedy has been chosen for the junior class play. It will be given December 8 and 9.

—o—

An Armistice Day assembly was given Tuesday and Wednesday of last week. "A Night of the Trojan War" was the play and the people who participated were: Richard Deemer, Arthur Gowell, Edmund Turnock, George Mack, John Parsons and James Brown.

—o—

Miss Haney's fourth grade presented the summarization of an American Indian unit to Miss Johnson's class on Thursday, October 20. Each child gave a brief talk on some phase of Indian life.

—o—

The eighth grade science classes under the supervision of Earl B. Whitcraft and Thoman Bogia, went on a nature hike to "Dead Man's Woods." The sixty-six members were divided into groups, who scurried the woods for specimens of mosses and low-growing plants. Winter gardens will be made in the science rooms. These science classes also saw and heard a motion picture, "The Earth in Motion," which was used at the completion of a unit about the earth and the heavenly bodies.

—o—

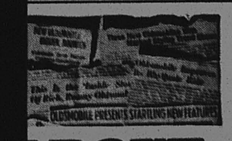
Earl B. Whitcraft spoke to the fourth grades about the New Jersey Indians on November 8. He showed an interesting collection of Indian implements and arrow heads which he gathered from this section of the state.

—o—

On October 24, Harriet Egan told the fourth grade children about the southwestern Indians that she saw on her recent trip to the West. Pictures and various things made by the Indians were shown.

—o—

The Junior School newspaper, the Spotlite, published its first edition for the year. The newly-appointed staff are as follows: Editor-in-chief, Jack Lewis; assistant editors, Jack Messenger, James Marshall; Art, John Cawthorne; humor, Albert Parker, Robert Latch; news, Salvatore



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Lansing, Michigan. Car illustrated: "S... Chrome Window Reveals, Bumpers, Spare Wheel, Tire and Tube, Dual Trumpet Horns, 2 Windshield Wipers, Vacuum Booster Pump, 2 Sun Visors. White side-wall tires as shown—extra. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice. General Motors Instalment Plan A GENERAL MOTORS VALUE
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PORCH CLUB

Garden Section

For the Garden Section meeting scheduled for November 21st at 2.30 p.m. we have been fortunate enough to engage Mr. Winston E. Parker who will talk to us informally. He will cover phases of garden work of timely interest, especially those pertaining to transplanting and pruning of shrubs and general care of trees and lawns.

A Cornell graduate, he brings to this community some new and very modern ideas. He has served for the past three years as an officer in the National Shade Tree Conference and as a member of the Executive Board of Shade Tree Commission. Locally he has had charge of shade tree problems for Moorestown, Haddonfield and Mount Holly.

DRAINAGE WORK STARTED

At the meeting of the Cinnaminson Township Committee held this week, the engineer reported that the drainage project in East Riverton was about to get under way, preliminary operations having been begun this week.

The digging of a ditch is believed to be the solution of a bad situation which has resulted in the flooding of house cellars over a considerable period of time.

The ditch will be dug by a U .S. Army dredge.

Winter Driving Tips

Wintry blasts and accompanying snow and ice are just "around the corner" and with them will come traffic accidents and deaths unless practical prevention methods are applied, Motor Vehicle Commissioner Arthur W. Magee warned this week.

An exhaustive research of all factors reveals, the commissioner says, that skidding and inadequate traction are the most serious winter hazard. Stopping distances on ice without tire chains or cinders are from five to eight times longer than on dry pavement, and three to five times longer on packed snow than on dry pavement. The second most important danger is reduced visibility because of storms and longer hours of darkness.

Driving Tips

The safe driver, Commissioner Magee asserts, will follow the following safe driving winter tips:

1. Check electrical and exhaust systems, windshield wipers and keep brakes equalized. Keep tire chains, defrosters and other vital equipment in good condition for use when needed. Distribute the car's load evenly.

2. Speeds on ice should not be excessive even with abrasives on the ice or with tire chains. Chains or abrasives provide a needed safety factor, making 20 miles an hour on ice reasonably safe. Without them the same speed is extremely hazardous and speeds lower than 15 miles an hours are imperative.

3. The common practices of lowering tire pressure or of increasing the load give only slightly more traction and not nearly sufficient for all-around safety.

Adequate Vision

4. Maintain an adequate vision through windshields and windows. Circulate fresh air by opening the cowl ventilator, rather than side windows which tends to suck exhaust gases through the floor boards.

5. On wet and even dry pavement always anticipate ice on bridges, in shaded spots, around curves and over hills and when thawing temperatures are dropping.

6. Start by releasing the clutch slowly, with engine idling and the car in low gear, and accelerate slowly to avoid spinning the rear wheels.

7. Pump the brakes in stopping, even when using chains, to keep the wheels rolling. Slow down in gear to about 10 miles per hour, then release the clutch for the final stop.

8. Keep a steady foot on the accelerator to avoid spinning the rear wheels. If a skid starts, turn the front wheels in the direction the rear is skidding.

9. When it is slippery try out the brakes ocasionally to get the feel of the road. Keep speed down and car in gear. Avoid situations requiring sudden stops and sudden changes in direction.

WOMAN'S EXCHANGE AT PORCH CLUB DEC. 2

On Tuesday, December 5, a Woman's Exchange will be held in the Porch Club, Riverton. The sale will be open to all women of Riverton and vicinity, whether Porch Club members or not.

Those wishing to offer articles for sale are asked to register with Mrs. Gilbert A. Coe, phone Riverton 321-R, on or before December 2.

The Exchange will be held from 2 until 5 o'clock, preceding and following the monthly business meeting of the club. A program of Christmas music will be presented at this time.

Those in charge of the event hope that many will avail themselves of the opportunity both to sell homemade delicacies and handicraft and to purchase unique and attractive articles for Christmas use.

WORK WANTED

Respectable colored woman with experience wants domestice service. References.

George N. Wimer,
Welfare Director.

Wood & Kindling Wood
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ALUMNI TO MEET

The Burlington county alumni of the University of Pennsylvania will hold a meeting Tuesday night, November 21, at the "Willows" corner Garden and Cherry streets, Mount Holly. An elaborate program has been arranged to follow dinner which will be served at 6.45 o'clock.

Dr. Scully Bradley, a member of the Department of English faculty will speak on current day university problems, and Jerry Ford, Freshman football coach and Director of Freshman athletics will tell about the school's athletic teams.

The meeting is the second to be held by the Burlington County group and it is expected that many of the county's Pennsylvania graduates will attend. Invitations have been sent to all known alumni in Burlington county, but, the committee in charge, headed by Leon F. Rosenfeld, of Mt. Holly, wishes that all Penn alumni now living in the county attend the meeting even if their names were missed on the invitation list.

HOSPITAL SHOWS GREAT GROWTH

Burlington County Institution Started Sixty Years Ago at Mount Holly

At the fall meeting of the Women's Auxiliary of the Burlington County Hospital, held at the home of Mrs. Alexander C. Wood, Jr., on November 7th, Dr. Marcus J. Summey spoke on the history and growth of the Burlington County Hospital. Sixty years ago, he said, a small group of women, assisted by Dr. Francis Ashhurst, a prominent Mt. Holly physician, banded together to start an institution which would aid those needing hospital care. They had very little money and not much equipment. At that time, there was very little surgical equipment needed, as it was eight years before the first successful operation for appendicitis was performed in the world.

The hospital acquired friends and endowments and at the end of fifty years it had accumulated $100,000. In 1926 a campaign for $350,000 was carried on in Burlington county. The fund was oversubscribed and when the campaign was closed they had $450,000, to which $50,000 was subsequently added making a total of a half a million dollars, which is the value of the present plant.

At present most of the positions on the staff are occupied by Burlington County Physicians with the Philadelphia specialists acting as consultants.

Great Expansion

The original order for fifty beds was considered optimistic, but in no time others had to been added and at present 145 beds occupy every available space, even filling the solariums and sun porches. There was such a demand for patients to be admitted to the hospital for study that it was decided to open an Out-Patient Department, where patients could be examined and prepared for operation, while beds were being made available for them. These patients are asked to pay small clinic fee if they can, but are not embarrassed if they have no funds. This department was started also in a small way, under the supervision of Miss Elizabeth Ancker, former superintendent of the old hospital, a person who has spent most of her life in the service of humanity in Burlington County. There have been over 100,000 visits to the Out-Patient Department since the opening of the new hospital. At present there are sixteen clinics in this department of a group of physicians especially trained for each service. In the past five years the Out-Patients Department has arranged for 2300 tonsilectomies.

Departments

The X-ray Laboratory was opened with one physician and one assistant. At the present time this department has two physicians and two assistants. About 4000 patients are examined annually, and 530 given X-ray treatments. Fifty per cent of this work is free. There has been an estimated ten per cent increase in work this year over last. There have been 233 patients treated this year for cancer. A new portable X-ray machine was added this year.

A Clinical Laboratory was opened in 1928 with one technician. The staff has increased and at present there is one pathologist and three technicians. The receipts from this department have increased from $1,100 in 1928 to $5000 in 1939.

A Physiotherapy Department was opened in 1936, under the supervision of a well trained physiotherapist, with new and up to date equipment for the treatment of orthopedic cases and other types of injuries. This department had to be added in order to comply with the requirements of the Crippled Children's Commission.

Receipts

The hospital receipts from patients have increased from $40,000 in 1928 to $80,000 in 1939. However, this amount only covers about fifty per cent of the actual cost of running the hospital.

There were 142 births in the hospital in 1929. Last year there were 505 births and so far this year there have been 494.

In the past three years approximately $20,000 has been spent on new equipment and repairs to the hospital and nurses' home. Much of the equipment has been contributed by friends and local organizations in Burlington county. The American Legion has just informed the hospital that they are going to present an iron lung and several other pieces of needed equipment. The hospital at present urgently needs more space for patients, a supply of radium and a deep X-ray therapy machine for treating cancer cases.

The executive committee with Mrs. F. W. D'Olier was authorized at the meeting to decide on a gift to the hospital from the auxiliary, and to spend up to $350 from the treasury.

BUSINESS

For most of the country's citizens, business and financial news last week continued to spell better times ahead. Secretary of Agriculture Wallace predicted a sharp rise in cotton prices next spring. Unfilled aircraft orders topped the $2,000,000 mark. Wisconsin utilities are planning the largest expansion in 10 years. California's credit improved when voters defeated "ham 'n' eggs." the $30-every-Thursday plan for folks over 50. The state's warrants sold at a 3 per cent interest rate compared to 4 per cent demanded by investors prior to the election.

In 1938 there were 128 births for every 100 deaths in New Jersey.

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Health Question: What are some diseases that can be transmitted by lice?

Doc Says:

Lice are capable of spreading a great many diseases among humans. Among them are typhus fever, trench fever, relapsing fever, and tularemia.

Lice are usually associated with unsanitary conditions and congestion. They were carriers of much of the typhus fever and trench fever which ravaged soldiers in the World War.

Cleanliness is the first line of defense against the louse. It cannot withstand repeated attacks of soap and water.

—o—

Helath Question: Is excessive speed in ambulances necessary?

There are circumstances in which saving a life is sometimes a matter of time. A person who has been injured in an accident and is bleeding profusely may be cited as an illustration. Such a persons should receive medical attention as soon as possible.

Generally speaking, however, there is no necessity for reckless driving on the part of ambulance drivers. Unduly fast driving of ambulances has caused too many accidents. When this occurs the function of the ambulance—as a vehicle of mercy—has been defeated.

An additional five or ten minutes will not cost a life in most cases. The ambulance driver's desire to get his patient to a hospital as soon as possible should therefore be tempered with good judgment.

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

CANDY CLUB DRAWING

The Business and Professional Women's Club has had its fourth drawing in the Candy Club.

Winners to date are:

First, Mrs. Thelma Baylor; second, Miss V. M. Brower; third, Miss Esther Yerkes; fourth, Miss Harriet E. Egan.

WANTED

There is a pressing need of school children's shoes. If your child has outgrown his or her shoes won't you send them to us? If they need repairs we will attend to the matter. We can also use cast off clothing—especially for children. Please keep this in mind.

George N. Wimer,
Welfare Director.

ON CHAMPION TEAM

Cadet Richard M. Hollingshead, III, of the Manlius School, son of Mr. and Mrs. R. M. Hollingshead, of 105 Midway, Riverton, was a member of his company's six-man football team which went through an undefeated season to clinch the school's B-League intramural championship. Cadet Hollingshead played the quarterback position on the team.

Veneral disease clinics in New Jersey increased in number from 36 in 1936 to 64 in 1938.

TEROGEN
Applied to your Rose beds just before covering for the winter will destroy the larvae of many insects hibernating in the ground. A Rose Garden Fungicide, Insecticide and Fertilizer.
A ten pound can is sufficient for 30 to 50 rose bushes. One pound 75c; five pounds $2.75; ten pounds $4.75.
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FORD DEALERS OFFER LOW FINANCE RATES

RIVERTON

Mrs. Arthur Hoyt, of Riverton, entertained her luncheon bridge club on Wednesday.

Mrs. Harold Marshall and daughter Liliane, of Morgan avenue, spent the weekend in New York City visiting friends.

The winner of the Sacred Heart P.T.A. miscellaneous club last week was Mrs. Edward Steelle, of Cinnaminson avenue, Palmyra.

Miss Judy Jones, of Atlantic City, was the weekend guest of Jane Mustard, of Linden avenue. Miss Jones was entertained at a party given by Miss Mustard at her home on Saturday evening.

The Sacred Heart P.T.A. will hold a covered dish luncheon today (Thursday) in the school auditorium. The admission is a covered dish and twenty-five cents.

The Sacred Heart Glee Club will hold a rehearsal at 2 p.m. today.

Thelma C. Davis, pupil of Emma A. Price, played a piano solo, "Short'nin' Bread" at the monthly recital hour given by pupils of members of the Philadelphia Music Teachers Association on Saturday, November 11, at the Presser Auditorium, Philadelphia.

Mrs. Ellis Clifton and family, of Mechanicsburg, Pa., visited Mr. and Mrs. D. M. Clifton, of Main street, on Sunday.

The Golden Hour Class of the Calvary Presbyterian Church, will hold their Birthday luncheon in the church today (Thursday) afternoon.

Mr. and Mrs. James Fitzgerald, of Thomas avenue, had Mrs. Margaret Pancoast, of Camden, as their guest for several days last week.

The Women's Republican Club of Burlington county is sponsoring a turkey dinner to be given at the Pig and Whistle Inn, Browns Mills, on December 20. This will be their annual Chrismas party.

Mrs. Clayton Apgar and son, Clayton, Jr., of Pitman, spent a few days with her parents the Mr. and Mrs. Ross Evans, of Thomas avenue.

Mr. and Mrs. Charles D. DeLaney and son Buddy, of Thomas avenue, visited Atlantic City, on Sunday.

Mrs. Alma Clark, of Harrison street, spent Sunday visiting relatives at Waterford, New Jersey.

Mr. and Mrs. E. L. Gest, of Thomas avenue, visited relatives at Stamford, Conn., on Sunday.

KAPUS—SCHMID

Announcement has been made of the marriage of Miss Miriam Schmid, of Riverside, and Edwin J. J. Kapus, of Palmyra, which took place on Wednesday, November 15, at 4 o'clock in Christ Church, Episcopal, Riverton. The Rev. Francis B. Downs performed the ceremony.

TRIP TO PLANETARIUM

The Women's Republican Club will sponsor a bus trip to the Planetarium, Philadelphia, on Friday, December 1.

The fee, including bus fare, luncheon and entrance fee to the Planetarium will be $1.00. Buses will start from Mt. Holly and Burlington at 11 a.m., stopping at all towns en route.

This trip will take the place of the November monthly meeting and servations must be made with Mrs. Alma Evans or Mrs. George N. Wimer.

JUNIOR WOMAN'S CLUB

The regular meeting of the Palmyra Junior Woman's Club will be held Monday evening, November 20 at 8.15.

The speaker for the evening will be Mrs. W. A. Boyd, who teaches music in the State Normal School at Glassboro. Her topic will be "The Welsh Music Festival."

Refreshments will be served after the meeting. All members are urged to attend.

PALMYRA

A surprise party was given to Mr. Harry E. Bradshaw, of Garfield avenue, at the home of his son, Lawrence Bradshaw, of Walnut street, last Wednesday evening. A large number of guests attended the affair.

—o—

The winner of Shulman's Merchandise club last week was Mrs. Arthur Wolfschmidt, of 712 Morgan avenue.

—o—

Katherine Gottlieb, of Haddonfield spent the weekend at the guest of Margaret Barr, of Morgan avenue.

—o—

Mrs. John Moffitt, of Lincoln avenue, entertained at luncheon and bridge on Tuesday afternoon.

—o—

Leonard R. Baker, Sr., of Garfield avenue, visited New York City on Tuesday.

—o—

Mrs. Leon Guest, of Cinnaminson avenue, entertained her bridge club at her home on Tuesday evening.

—o—

The Past Matrons and Patront association of the order of the Eastern Star held a meeting at the home of Mrs. Joseph Tees, of Garfield avenue, on Wednesday evening.

—o—

Mr. and Mrs. George Fulman, of Garfield avenue, have moved to West Wood Park, Manoa, Pennsylvania.

—o—

Mr. and Mrs. Fred Rohland, of Cinnaminson avenue, are attendiing the Hotel Convention being held in New York City, this week.

—o—

Miss Verna Lamson, daughter of Mr. and Mrs. Walter D. Lamson, of Cinnaminson avenue, was the guest of honor at a dinner given by her parents in honor of her 18th birthday, on Saturday, November 11. Twelve guests were present.

Tammany staged a comeback and the election shows how hard it is to kill a cat, especially a tiger cat.

FOR SALE AT SACRIFICE PRICES

309 Second Street

Bungalow, six rooms and bath, hot air heat, lot 36.66 ft. x 100 feet.

$2500

313 Second Street

Bungalow, six rooms and bath, hot air heat, new heater, corner property, lot 36.66 ft. x 100 feet.

$2800

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Two story stucco homes, each with 6 rooms and bath, hot air heat, lot size 125 ft. x 100 feet.

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FREE 12-lb Turkey

. . . . . with every Used Car sold and delevered by Wednesday night, November 22nd.

This is just a special Thanksgiving offer made simply because we have a lot to be thankful for . . . and we want you to be thankful, too.

A good Dawley Safety Tested Used Car will make you thankful many times over this winter . . . and the Turkey will add the finishing touch.

1937 DE SOTO De Luxe Tudor Sedan, One Owner and in perfect shape. $180 down, $23.87 a month for 18 months.

1938 PLYMOUTH De Luxe Coupe, 23,000 actual miles, one owner, original paint. $175 down, $23.55 a month for 18 months.

1937 TERRAPLANE 2-Door Sedan, Original paint, New Rubber, One Owner, Heat and Music, a Real Family Car. $160 down and $21.60 a month for 18 months.

1935 CHEVROLET Coach, Original Paint, a Car that Will Give You Good Transportation. $100 Down, $17.67 a Month for 16 Months.

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1933 Ford Coupe — 1932 Chrysler Sedan
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AND MANY OTHERS

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2 boxes 19c

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2 for 29c

KELLOGG'S
GREEN GIANT PEAS
2 cans for 29c

KELLOGG'S
EVAPORATED MILK
3 for 19c

Large LUX FLAKES
pkg 21c
Small LUX FLAKES
2 for 19c
LUX SOAP
3 for 19c

BRUSSELS SPROUTS ..... box 19c
SPINACH ..... lb 5c
ROSE BUD BEETS ..... bunch 5c
ORIGINAL BUNCH BROCCOLI 15c
LARGE HEADS Cauliflower 15c
FANCY WHITE MUSHROOMS ..... lb 29c
FANCY LARGE TANGERINES ..... doz. 23c
LARGE SIZE D'Anjou PEARS, 6 for 23c
Extra Large Delicious Eating APPLES, 4 for 19c
LARGE SIZE ORANGES ..... doz. 23c

Triple Tenderized Ham
SHANK HALF, 5 to 6 lb avg
lb 17c
BUTT ENDS, 5 to 6 lb avg
lb 25c

ARMOUR'S QUALITY RIB ROAST
lb 27c

RIB PORK ROAST
3 lb avg
lb 17c

ARMOUR'S STAR PORK SAUSAGE
lb 25c

BACON ..... ½-lb pkg. 15c
VOGT'S PURE PRINT LARD ..... pkg 8c
Vogt's MEAT LOAF ¼-lb 9c
CITY DRESSED SHOULDERS of PORK
lb 17c

Leave Your Order for THANKSGIVING POULTRY NOW!

SPECIAL—Kraft Parkay
Beautiful Glass Free with each lb
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Alley Gossip

Burlington County

High Singles—
Edge, Riverside, 202.
Swain, Garden State, 212.
Schmierer, Prudential, 225.
Haines, Medford, 234.
Burke, Sky Chief, 209.
Miller, Beverly, 222.

The Standing

	W	L
Sky Chief	13	5
Beverly	13	8
Prudential	12	9
Shorten	10	8
Garden State	10	11
Medford	4	17
Palmyra	9	15

Business Men

High Singles—
Evaul, Fortmann, 210.
Regan, Millside, 211.
Bauer, Dawley, 202.

The Standing

	W	L
Dawley	14	10
Claws	15	13
Farmers	15	13
Fortmann	15	13
Parry Fire	12	12
Bell & Evans	13	15
Millside	12	16
Lloyds	12	16

Public Service

High Singles—
Berenato, Generation, 225.
Atteri, Meter, 226.
Winkelspecht, Linemen, 219.
Morrisey, office, 214.

The Standing

	W	L
Office	11	4
Commercial	10	5
Lineman	9	6
Generation	7	8
Generation	7	8
Meter	5	10
Bus	3	12

Artisans

High Singles—
Edinger, Pirates, 222.
Devor, Highwaymen, 208.
Harvey, Footpads, 205.
Zaun, Bootleggers, 204.

The Standing

	W	L
Bandits	14	6
Highwaymen	13	7
Bootleggers	12	8
Thieves	12	8
Demons	10	10
Pirates	10	10
Footpads	9	11
Buccaneers	0	20

Ladies

High Singles—
Miss Goodwin, Murads, 186.
Mrs. Burgess, Kools, 167.
Mrs. Haines, 180.
Mrs. Small, 182.
Miss Saylor, 154.
Mrs. Brown, 155.

The Standing

	W	L
Kools	17	7
Luckies	17	9
Murads	14	10
Wings	12	12
Marvels	8	16
Camels	4	20

JUNIOR VARSITY DOES FINE JOB

The Palmyra Junior Varsity showed the regulars a thing or two about football on Monday afternoon of this week, when the scrube held the Moorestown reserves to a 6-6 tie on the local field.

The Quakers tabbed a six-pointer in the first stanza, but the count was deadlocked in the last quarter when Conwell, Red and White flash raced 60 yards for a score.

REUNION

Former Rivertonians held a reunion far from their previous residence when Mr. and Mrs. David Symon, of Atlanta, Ga., recently visited Mr. and Mrs. A. E. Hargett, at Bowling Green, Ky.

Mr. and Mrs. Symon also visited their daughter Barbara, who is a student at the University of Alabama. While there they also saw "Reds" Wolfschmidt, of Palmyra, and the Bye twins, of Delanco, and report a regular old home gathering.

RED DEVILS IN 2-0 VICTORY

Scoring a safety in the second period, the Palmyra Red Devils downed our Mt. Holly by the score of 2-0, last Sunday at the enemy field.

The safety was scored when Dries attempted to punt from behind the goal line and fell. He was pounced upon by several Palmyra gridsters.

Palmyra reached the one-foot line in the second period only to lose the ball on downs and also attempted a field goal in the fourth chukker from the 30, the boot by Prisco being wide.

The first downs were seven for Palmyra and five for Mt. Holly.

Palmyra		Mt. Holly
Shea	LE	Street
E. Prisco	LT	Kaplan
Musto	LG	R. Rohde
Lombardi	C	Friend
Bortscheller	RG	A. Rohde
Amstock	RG	Wagoner
Mann	RE	E. Rohde
T. Prisco	QB	Carson
Piergross	LB	Frazier
McDermott	RB	Thoffhauser
Williams	FB	Dues

Score by periods:

Palmyra	0	2	0	0—2
Mt. Holly	0	0	0	0—0

Palmyra Meets Wilson Next

The local scholastic football team engages Woodrow Wilson on Saturday, at Camden and, if the Red and White luminaries play in the same manner that they performed against Moorestown, it is quite probable that the Palmyra hopefuls will come home on the short end of about a 30-0 score, losing their shirts in the process.

By this it is not meant to infer that Palmyra does not have a football team—quite the contrary. The locals have a good outfit and are WELL DRILLED, the only thing necessary is whether or not they decide they want to play a real game.

Season's Record

Starting out poorly, they suffered a rather bad reverse from Collingswood and then came back strong to take Camden Catholic. Haddonfield was distinctly outplayed, although the affair resulted in a 0-0 tie. Haddon Heights won a 13-0 victory, but the Dimondmen still looked good, two plays being responsible for the loss.

Then rising to greater height, the Red and White tied a supposedly stronger Burlington aggregation to take one of those moral victory affairs.

Down Hill

After that came the relapse. With a great air of superiority they journeyed to Merchantville and almost lost the ball game, pulling out of their lethargy long enough to push over a lone touchdown.

As for last Saturday's tilt, the least written the better. Still full of confidence, the Palmyrians felt that this affair was a pushover, but neglected to do any scoring, a most important omission, since the Quakers, unimpressed, did some on their own and romped off with the verdict.

Anything Can Happen

As for the fracas this Saturday, almost anything can happen. As a matter of fact, it would not be surprising if the locals put up rather a good battle. They are capable of it and, after the two recent sorry exhibitions, they are certainly due for a good day.

Here's hoping they have one because, it will be remembered, Riverside comes here on Thanksgiving Day and a confident Ram eleven will be hard to beat.

Have no doubts that the Palmyra record is being studied with considerable interest in the town up the river.

OPPONENTS SCORES

Bristol 9, Burlington 0.
Pitman 13, Camden Catholic 8.
Wilson 25, Merchantville 0.
Collingswood 14, Trenton 2.
Gloucester 13, Paulsboro 0.
Haddon Heights 12, Audubon 0.
Haddonfield 14, Woodbury 13.
Riverside 20, Clayton 7.
AND
Moorestown 8, Palmyra 0.

SPORTS JOTTINGS

There were nearly as many local fans at Moorestownians in the stands at Saturday's game.

—o—

Both school bands played together during intermission and the combined tooters made a fine appearance.

—o—

Notre Dame finally came to the end of the road, the Irish dropping a decision to Iowa by one point, the same margin that had previously allowed them to remain in the undefeated class.

—o—

And, speaking of Saturday's games, quite a few of the local "experts" fared rather poorly in picking winners.

—o—

Some teams play in-and-out football, but we concede the palm in this respect to the Palmyra High School outfit, edition of 1939. Don't ever try to predict the outcome of any of the Red and White games, you'll probably be wrong, win, lose or tie.

—o—

The Palmyra High School varsity had their picture taken in new uniforms on Monday afternoon. These were purchased advantageously for one next year, but will be employed on Thanksgiving Day, providing the weather is clear. At the rate the varsity has been going, however, it has been suggested that the habiliments be turned over for the use of the jayvees.

BOROUGH OF RIVERTON

NOTICE IS HEREBY GIVEN, pursuant to law, that the subscribers, residents and freeholders of The Borough of Riverton in the County of Burlington, State of New Jersey, appointed by the Borough Council of the said Borough to assess the benefits upon, and to determine the damages (if any) to, all lands and real estate resulting from the construction by the said Borough, as a local improvement, of concrete curbs on portions of Highway, Seventh Street, Lippincott Avenue, Fourth Street, Thomas avenue and Howard Street, in the said Borough, pursuant to an Ordinance of the said Borough adopted May 11, 1939, will meet in the Council Room of the said Borough, situate on the Northeasterly side of Howard Street, between Main Street and Fifth Street, at Riverton, Burlington County, New Jersey, on

TUESDAY, NOVEMBER 21, 1939
at 8 p.m.

for the purpose of assessing the benefits upon, and determining the damages (if any) to, all lands and real estate situate in the said Borough and benefited or damaged by the construction of the said concrete curbs; at which time and place ample opportunity to be heard upon the subject of said assessment of benefits, and determination of damages, if any, will be afforded by the subscribers to all parties interested in or affected by said improvement.

WILLIAM H. BOTTGER,
ALEXANDER C. SHRADER,
FREDERICK A. LIPPINCOTT,
Assessors.

Dated: November 9, 1939.

124,490

IN CHANCERY OF NEW JERSEY

To Harry J. Wills, Nettie Wainright Wills, his wife, Florence Hurst Margerum, Ralph Margerum, her husband, Anna Hurst Ayres, Edward Ayres, her husband, and Robert Hurst, a minor:

By virtue of an order of the Court of Chancery of the State of New Jersey made on the date hereof, in a cause wherein The Township of Cinnaminson in the County of Burlington is complainant, and Clayton Coles and others are defendants, you are required to appear, plead, answer and demur to the bill of the said complainant on or before the twenty-first day of December, 1939, or the said bill will be taken as confessed against you.

The said bill is filed to foreclose a certain tax sale certificate made by Joseph E. Keating, Collector of Taxes of the Township of Cinnaminson, to said Township of Cinnaminson, dated November 21, 1938, and recorded at Mt. Holly, New Jersey, in the office of the Clerk of the County of Burlington, in Book 281 of Mortgages, on page 1 &c., covering lands in said Township described as "93 Acres" and assessed to Anna Bowker Est. on the tax duplicate of said Township.

And you, Harry J. Wills, Florence Hurst Margerum, Anna Hurst Ayres, and Robert Hurst, a minor, are made defendants because it is alleged in said bill that you, respectively, are the owners of an undivided interest or interests in and to the said land and premises;

And you, Nettie Wainright Wills, are made a defendant because it is alleged in said bill that you are the wife of the said Harry J. Wills;

And you, Ralph Margerum and Edward Ayres, are made defendants because it is alleged in said bill that you are the husbands, respectively, of the said Florence Hurst Margerum and Anna Hurst Ayres;

And all of you are, respectively, made defendants to the said suit, for the further reason, as alleged in the said bill, that any interest which you severally and respectively may have in said land and premises is subject to the said tax sale certificate of the said complainant.

WALTER CARSON,
Solicitor of Complainant,
West Jersey Trust Building,
Camden, New Jersey

Dated: October 26, 1939.
(4 11-2 to 11-23-39

BOROUGH OF RIVERTON

NOTICE IS HEREBY GIVEN, pursuant to law, that the subscribers, residents and freeholders of The Borough of Riverton in the County of Burlington, State of New Jersey, appointed by the Borough Council of the said Borough to assess the benefits upon, and to determine the damages (if any) to, all lands and real estate resulting from the construction by the said Borough, as a local improvement, of concrete curbs on portions of Highway, Seventh Street, Lippincott Avenue, Fourth Street, Thomas avenue and Howard Street, in the said Borough, pursuant to an Ordinance of the said Borough adopted May 11, 1939, will meet in the Council Room of the said Borough, situate on the Northeasterly side of Howard Street, between Main Street and Fifth Street, at Riverton, Burlington County, New Jersey, on

TUESDAY, NOVEMBER 21, 1939
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for the purpose of assessing the benefits upon, and determining the damages (if any) to, all lands and real estate situate in the said Borough and benefited or damaged by the construction of the said concrete curbs; at which time and place ample opportunity to be heard upon the subject of said assessment of benefits, and determination of damages, if any, will be afforded by the subscribers to all parties interested in or affected by said improvement.

WILLIAM H. BOTTGER,
ALEXANDER C. SHRADER,
FREDERICK A. LIPPINCOTT,
Assessors.

Dated: November 9, 1939.

PARKER REQUESTS PENSION PAYMENT

Legal efforts to secure a pension for Ellis H. Parker were revealed last week when action was taken by the law firm of Powell and Parker.

The former chief of county detectives Parker, who is now serving a sentence in the Federal penitentiary at Lewisburg, Pa., for charges of kidnapping Paul H. Wendel, was not paid from the date of his suspension, it is disclosed. Efforts are to be made to secure a year's salary—from July 1, 1937, until July 1, 1938—for him and a pension as stipulated by law for retired county detectives. From point of service, Parker was entitled to retirement pension before the Wendel case "broke."

The attorneys who represent the former county detective served notice yesterday on Prosecutor Howard Eastwood and County Solicitor Christopher N. Peditto that they will on November 18 apply to Supreme Court Justice Joseph B. Perskie, at Atlantic City, for a writ of mandamus.

Salary $4,000

The prosecutor and the Board of Freeholders were informed that the application will be for a rule to show cause why a mandamus writ should not be issued commanding and enjoining the prosecutor to authorize the payment from 1937 to 1938 and the legal pension from July 1, 1938, and thereafter, and to command the Board of Freeholders to pay the stipulated sum.

Parker's annual salary was $4,000 and the pension payment would amount to one-half that sum each year, or $2,000.

Solicitor Peditto, in informing the Board of Freeholders yesterday of the action, said that it is entirely a legal question to be decided by Justice Perskie. He will argue against granting the writ, Peditto said, on the grounds that Parker's conviction in Federal courst disqualified him for a pension.

There were 2,850 dentists in New Jersey in 1938.

It is estimated that five per cent of the school children of New Jersey have defective hearing.

Legal Notices

RULE TO BAR CREDITORS

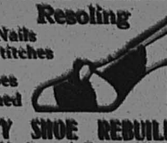
Administrator c.t.a. Notice
Estate of SYLVIA B. WILLITS, Deceased.

Notice is hereby given that an order has been made by the Surrogate of the County of Burlington, bearing date the 14th day of October, 1939, upon application of the undersigned, Administrator, c.t.a., requiring the creditors of Sylvia B. Willits, late of the County of Burlington, deceased, to bring in their claims against the estate of the said deceased under oath or affirmation to or before April 14, 1940, or they will be debarred of any action thereafter against the said Administrator.

OLIVER C. WILLITS,
Administrator c.t.a.

Proctor: Boyle and Archer.
Dated: October 14, 1939.
10-19 to 11-16

Evans' Service Station
Broad & Main Sts. Riverton, N. J.
SUNOCO GASOLINE and OIL
Tires - Batteries - Auto Accessories
Broad & Main Sts. Riverton, 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 6 o'clock Monday mornings.
N. Kuensell, Prop.
RIVERTON, NEW JERSEY
Phone, Riverton 972

Do You Know They Cost
SO LITTLE?

YOUR CHOICE OF IVORY or WHITE SLATS and TAPES
Up to 28 inches wide and 5 feet, 4 inches long **$2.95**
LARGER and SMALLER SIZES PRICED PROPORTIONATELY
WINDOW SHADES
Purchased Here Are Measured and Installed Free
SCHWERING'S
305 East Broad Street, Palmyra
Phone Riverton 28
OPEN EVERY EVENING until 9 p.m.

START LOOKING NOW for CHRISTMAS
SEE OUR COMPLETE LINE OF FARNSWORTH R.C.A. and ZENITH RADIOS—also
NORGE
ELECTRIC Refrigerator
$ 149.50 up
ELECTRIC RANGE
$ 89.95 up
WASHING MACHINE
$ 54.95 up
GAS RANGE
$ 49.95 up
ELECTRIC IRONERS
$ 49.95 up
ELECTRIC ROASTERS
$ 24.95 up
C. WARD LOWDEN
514 Cinnaminson Avenue
Palmyra, N. J.
Phone 717

THE NEW ERA

Incorporated

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EARL W. LATCH, Adv. Mgr. — 612 Morgan Ave., Palmyra, Phone 625

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.

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Philadelphia Advertising Representative

WM. NEVILLE & ASSOCIATES, Inc.

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Words Of Wisdom

One consoling fact in the United States today is that so many of our people realize that our entry into the war now or in the future would not result in striking a blow for our own defense before our shores are invaded, but very likely in the loss of representative government and free enterprise in the United States. Very little is to be heard of any appeal to save the world for democracy or that we fight a war to end all wars. The lesson we learned twenty years ago was a bitter but valuable one. President Hoover hit the nail on the head when he wrote in the Saturday Evening Post recently that if the United States enters another war liberty will be lost to America, that we cannot recreate liberty and self government in Europe. Writing in the Saturday Evening Post under the caption "We Must Keep Out," the former President in part declared:

"Our greatest service is a strong America to aid the rebuilding of a European world which will be totering no matter who the victors in this war may be.

"Our greatest service is to put our own house in order and maintain true liberty upon this continent. For it may be that otherwise liberty will sink for centuries in the night of despair.

"Neither at the armistice in 1918 nor the end of any other war were the victors or the vanquished ready for or desirous of starting another war.

"In other words, not even the victor is going to pounce upon a powerful armed neutral. Especially they do not attack 130,000,000 people 3,000 miles overseas, who have a capacity of 10,000,000 soldiers and 25,000 airplanes."

Here are some words of wisdom which ought not be forgotten by the men of any political or religious faith, but we should bear in mind the words "powerful, armed" and place ourselves in that condition.

Bargains

In this day of keen price competition among merchants, great emphasis is placed upon price, with an increasing disregard for quality.

One store may advertise a certain article for 25 cents a dozen, while another offers what, at first glance, appears to be the same thing for 35 cents a dozen. The same situation exists all the way along the line from 10 cent items to those that cost hundreds of dollars.

The really smart buyers, however, are the ones who realize that you get exactly what you pay for in the great majority of cases. They know that a man's shirt, for example, that sells for $1.00 cannot be expected to look as well or to wear as long as one that sells for $2.50, and no merchant in his right mind would sell a $2.50 shirt for the smaller amount.

Once in a great while a REAL bargain comes along but these should be in no way confused with the alleged "money savers" that snare the unwary.

And while on this subject, it might be well to remind residents of this section that local merchants in this vicinity offer as much in the way of real values as can be found anywhere.

It is said that relief clients in many cities are being sent too far from home to get their food. This is poor business. The farther they walk the hungrier they will get and the more food Uncle Sam will have to give them. Or do the reliefers use automobiles?

They used to designate Turkey the "Sick Man of Europe" but the way the diplomats are calling on him now he must have turned out to be a practising physician.

German submarines have been reported everywhere now except sailing up the Arkansas River.—Wichita Eagle.

SEALS VALUABLE TO COLLECTORS

Stamp collectors are increasingly interested in securing Christmas Seals and philatelists, who compose a number of clubs in Burlington County, are reminded that the 1939 Seals will go in the mails on Thanksgiving Day. This is part of the campaign of the National Tuberculosis Association and its nearly 2,000 affiliated organizations.

Rockwell Kent, American artist, writer and lecturer, is the designer of this year's seal. "Protect Your Home from Tuberculosis" is the campaign's theme. To symbolize this idea the artist has depicted an angel with arm outstretched, against a brilliant blue background. The large double-barred cross is prominently displayed.

To have a complete set of Christmas Seals, the collector must have thirty-seven different designs, although this is the thirty-third national seal sale. There were two separate designs in 1907 and four in 1913. One variety of the 1913 seals, which is now the most valuable of all American Christmas Seals, is catalogued at $15.00 per copy.

ENTERTAINS LADIES AID

Mrs. Edward W. G. Borer, of Main street, entertained the Ladies Aid Society of Calvary Presbyterian Church at a Harvest Tea on Friday, November 10 from 3 to 5 p.m.

The occasion for the tea was the bringing in of $1.00 earned by each member during the summer. Some of the members told of very unique ways in which they earned their dollars. There were 50 people present.

The house was beautifully decorated with crysantheums and the table with a bouquet of roses presented by Mrs. Harold A. Walburn.

Mrs. Frank Rue and Mrs. Fred Hemphill poured. Mrs. Ralph Rivers, soloist. Mrs. Ruth Peterson Bell and Mrs. Alfred VanOsten, pianists, entertained the group.

ABOUT THE COUNTY

A congregation which taxed the seating capacity of St. Andrew's Church, Mt. Holly, attended the service on Sunday morning, when the special Dedicatory Service was held and the public view of the new stained glass windows permitted.

The windows were the gift of the late Edward H. Levis.

—o—

The Moorestown Field Club, one of the oldest organizations of its kind in South Jersey, was sold at auction recently.

At a sale conducted by Sheriff George Furth, in the county court house, the property was purchased for $550 by B. Hubert Cooper, of Moorestown, chairman of the committee of bondholders who own approximately 98 per cent of the outstanding first mortgage bonds.

—o—

A huge Mummers Christmas Parade is being planned for Burlington to mark the beginning of the Christmas shopping season.

It will be held Friday evening, December 1, starting at seven o'clock, when the colorful holiday lighting will be turned on for the first time.

—o—

State Highway Commissioner E. Donald Sterner recently approved an agreement to include the improvement of six streets in Hainesport in the State Highway Department-W.P.A. Work Relief Program to provide 829 man-weeks of employment for local residents.

The streets included in the project are New York, Rancocas, Spruce and Pennsylvania avenues and Albert and Cottage streets. Gravel surface will be laid at a paved width of 20 feet. The graded width of the streets, including gravel shoulders, varies from 24 to 30 feet.

CARD OF THANKS

We wish to thank the voters of Burlington county for the splendid support given us at the General Election and for the magnificent majority received by our entire ticket. We feel that it presages a Republican victory in state and national affairs in 1940.

We take this means of thanking our friends, as it is impossible to do so personally.

HOWARD EASTWOOD,
A. M. STACKHOUSE,
PALMER L. ADAMS,
JAMES J. TOMES,
JOHN M. CHANT,
LeROY CHURCH.

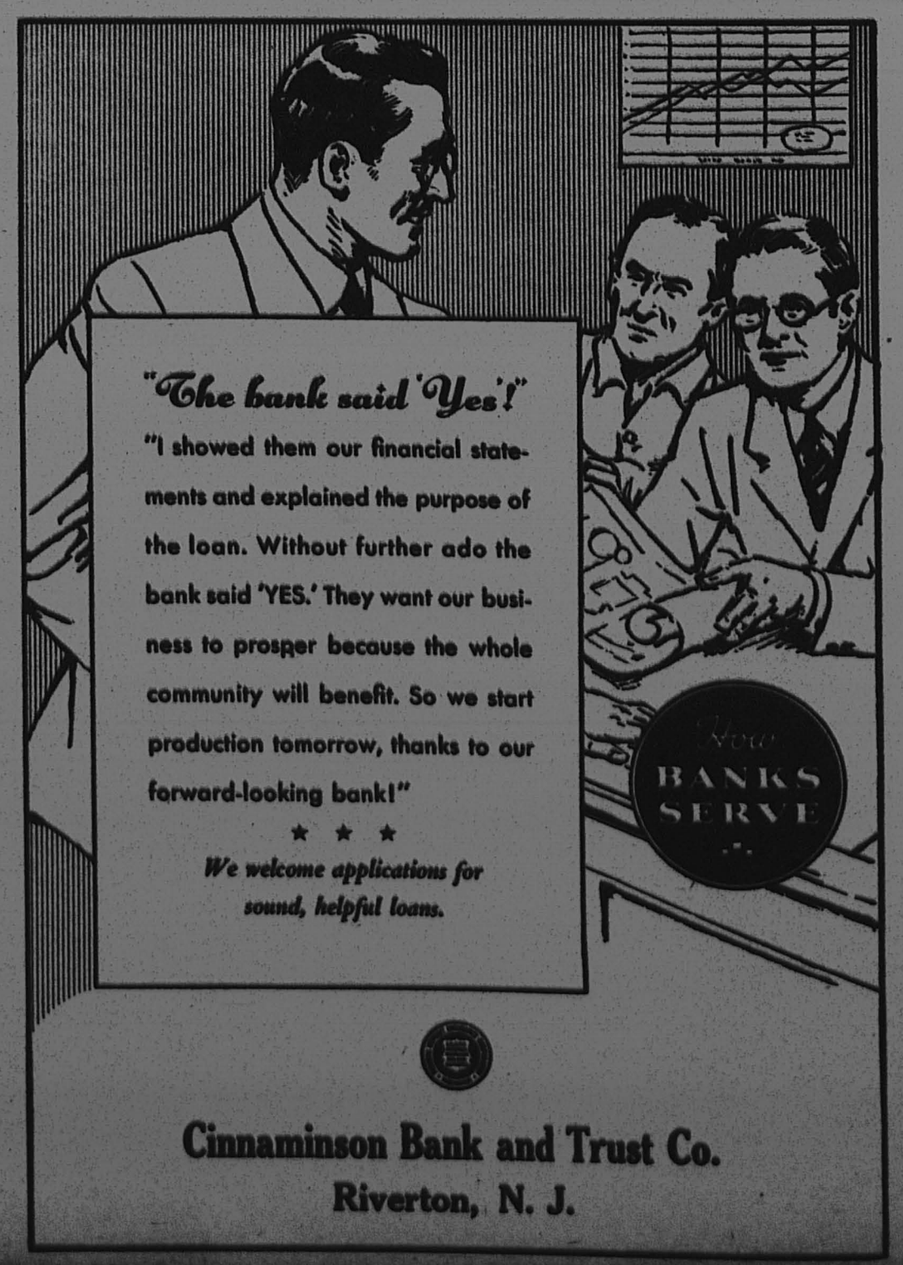
GLASSBORO GRADS GET JOBS

The State Teachers College at Glassboro has placed 99.13 per cent of its graduates since 1930. This is an outstanding placement record among the eastern teachers colleges. S. G. Whiamns, vice president of the college and head of the placement bureau, announced that of 913 graduates since June, 1930, all but 11 have been placed.

The amazing feat of placing such a large proportion of graduates is attributed to the fact that the students trained by the Glassboro faculty and guided by its administrators are generally acceptable to school authorities.

The Glassboro Teachers College has been well known over a period of many years for its exceptional placement record.

In 1938 there were 5,194 physicians in New Jersey. There is one physician for every 776 persons.



QUAKERS JOLT PALMYRA HIGH

Locals Lose 8-0 in Upset Played Armistice Day at Moorestown

The Palmyra High grid outfit lost a hard fought battle to Moorestown by 8-0 at the Quakers' field last Saturday before a crowd of 2000 fans.

The winner's touchdown was the result of a forward pass thrown by McQuaide to Schultz, who later ran 11 yards for the score. This occurred in the second quarter. Later in the third period, Meekins, blocked a Palmyra punt for a safety to saw up the game for Moorestown. Palmyra made several serious threats to the Quaker goal line, particularly in the last chukker, and the tilt ended with the pigskin on Moorestown's 3 yard stripe.

First Drive

The heather was punted around in midfield during the first period. Moorestown put on a drive that carried them to the local 11. This started when McquaIde, on Palmyra's 45, heaved the ball 10 yards to Schultz, on the 35, who ran to the Palmyra 11. He went over for the touchdown on the following play. McQuaide's try for the extra point was no good.

The local customers had hopes of a better second half only to see the Quakers register a safety in the third marker when Meekins, blocked a Palmyra punt on the Palmyra one yard line and the ball was downed on the end zone. Palmyra place kicked to Moorestown from the 20, but took the oval on the second play with Keen recovering a fumble on the 50. Hoff, made a spectacular 14 yard run to the Moorestown 37 to record a first down. O'Neil, went through center for three yards, Faunce was stopped on the line of scrimmage. The threat was stopped as Moorestown intercepted a Palmyra aerial. The Red and White soon resumed its drive deep into Quaker territory as Brewster made a sensational run of 26 yards from his own 32, Stickle garnered two, Brewster earned 5 more to register a first down and placed the pigskin on the 33, Brewster, going full speed raced to the 23, for another first down. O'Neil, accounted for 4 yards on the next play. The local's drive was again stopped by a pass interception.

Whistle Stops Drive

With only two minutes left in the struggle, the Dimondmen attempted several passes to invade enemy territory. They completed a pass from the 49 to the Moorestown 27. With two seconds left a pass from O'Neil, to McDermott netted a 12 yard gain to the 15. Jim Hoff, raced through center for 12 yards as the final whistle blew.

Statistically Palmyra had the best of the going as they racked up more yardage and recorded more first downs having 8 to Moorestown's 3. Brewster, Hoff, and O'Neil, were the most successful ground gainers for Palmyra with VanEmburgh and Calhoun starring up front. Three penalties were chalked against Moorestown. Several fumbles were recorded for both elevens.

Line-Up

Palmyra		Moorestown
Keen	LE	Maines
Lord	LT	Pettit
VanEmburg'	LG	Clements
Washington	C	McMullin
Liberi	RG	Pascale
Calhoun	RT	Meekins
McDermott	RE	Baker
Stickle	QB	Schultz
O'Neil	LH	McCrea
Brewster	RB	Liedeknecht
Hoff	FB	McQuaide

Score by periods—

Palmyra	0	0	0	0—0
Moorestown	0	6	2	0—8

Substitutions — Palmyra: Hoff, Durgin, Mitchell, Flourney, Deitz, Faunce, Grimes, Bromne, Trotta. Moorestown—McQuaide.

Referee—Buchanan, Penn State. Umpire—Maksik, Swarthmore. Head Linesman—Smith, Gettysburg.

For the three year period 1935-37, New Jersey had the lowest pneumonia death rate in the United States.

BUSINESS MEN'S LEAGUE

The personnel of the Business Men's League that bowls Friday night at the Palmyra Alleys is as follows:

Bell and Evans

Harry Sagar, Amos Jessup, Albert Sperber, James Ellis, George Sperber.

Farmers

Art Haines, Edward Jessup, Charles Jessup, Howard Haines, Maurice Joyce.

Dawley

Norman Bauer, Arthur Knight, Lester Hoffman, Francis Hanselman, Francis Poulson.

Millside

Harold Hughes, George Zink, John Riley, Pete Malone, Pat Regan.

Lloyds

Frank Lloyd, Robert Snover, William Browne, Reeves Morgan and Roy Hardy.

Parry Fire

John Haines, Norman Hathaway, Robert Long, Ernest Schuck, George Wallace and Fred Schuck.

Claws

Vernon Adams, Samuel Daniels, Roland Atkinson, Walter Woolston and Jack Leonard.

Fortnums

Howard Davis, Bud Malone, Woody MacCord, Howard Schuck and Robert Eveul.

JAIL ANNEX IS DELAYED AGAIN

Efforts of Palmer L. Adams to obtain approval of his plans for a much-needed annex to the county jail, failed last Thursday at a meeting of the Board.

Despite his assertion that William J. Ellis, head of the State Department of Institutions and Agencies, had approved the floor plans submitted, the board refused to grant approval.

Some forward step in his campaign to secure a jail annex was made by Adams, however, when the Freeholders voted to have the county engineer's office prepare more detailed plans from those already submitted by the director.

Plans

The floor plans, substantially the same as submitted to the board by Adams several weeks ago, provide for a building 92 feet long and 40 feet wide, to be constructed at the rear of the present antiquated jail. The present building would be used for offices, laundry and probably workship facilities, but all prisoners would be housed and fed in the new building.

WILL CONSIDER POLICE RADIO

(continued from page 1)

ough would remove the hazard and charge the cost to the respective property owners.

Bills Paid

The following departmental bills were approved and ordered paid:

Administrative and Executive: Central Duplicating Co., typewriter, $51.30; The New Era, Inc., borough advertisement, $48.50.

Assessment and Collection: C. Kenneth Davis, clerk hire, stamps, $37; Harry C. Schell, tax collection fees, $11.76.

Tax Overpayments 1939: Cinnaminson Bank & Trust Co., refund, $29.40.

Tax Title Liens: Elbert and Lucy Johnson, $25.

Protection to Persons and Property: Fire—E. M. Corbett, phone, $5; Goodrich Silvertown Stores, tire repair, $2.50; Frank P. Coddington, supplies, $3.50.

Police: Wm. Gootee, salary and phone, meals, etc., $146.00; John Carhart, phone, salary, etc., $134.00; John Robertson, salary, phone, etc., $135.00; William Thomason, special duty, $17.00; Robert Wright, special duty, $8; Roy Bowers, special duty, $8; George Horner, special duty, $8; New Jersey Bell Telephone Co., $6.15; Clarence Belt, Sr., car repairs and supplies, $12.55; Wanamaker & Brown, uniforms, $29; Dr. Harry B. Mark, examination, $5; Public Service Gas and Electric Co., traffic light, $8.02; Evans Service Station, gas and oil, $15.33.

Fire Hydrants: Riverton-Palmyra Water Co., service, $452.25.

Streets and Roads: Robert H. Chilton, salary, $30; J. S. Collins & Son, stone, $12.14; Anteek Forj, Inc., sign repairs, $5.85; Evans Service Station, gas and oil.

Lighting: Public Service Electric and Gas Co., gas and electric, $434.35; Sherman & Sleeper, blue prints, 8.17.

Sanitation: John Daiednic, contract, $75.

Board of Health: Dr. Harry B. Mark, report from State, fees, $4.60.

Recreation and Educational: J. T. Evans, supplies, $58.56; Anteek Forj, Inc., grand stand supports, $60; Charles Turner, repairs, $1.50; J. S. Collins & Son, one ball cord, 35 cents; Evans Service Station, gas and oil, $4.65.

Library: Antonette Campbell, services, $115.05.

Insurance: Wagner Taylor Co., payroll audit, $19.35 - credit, $16.31, $3.04.

Elections: The New Era, election notices, $87.05.

School: C. Kenneth Davis, custodian, $4,000.

Burlington County Tax and Library Tax: Frank A. Snover, fourth quarter, $8,376.28; Frank A. Snover, Library tax, $523.34.

Clerk's Cash Account: Daniel M. Clifton, borough clerk, $300.00.

Tax Title Liens: Walter Carson, certificate, No. 54, $191.45; No. 55, $164.61.

Welfare: William A. Hendrickson, treasurer relief, $160.20.

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YOUR GARDEN

WHAT TO DO THIS WEEK

By A. C. McLean
Extension Service, N. J. College of Agriculture

From now until the ground freezes is one of the best times of the year to transplant most deciduous shrubs. When planted in autumn, these shrubs which lose their leaves in winter have an opportunity to become reestablished and to make an early start in the spring.

Although evergreens may also be transplanted at this season, by experienced gardeners, this work should not be undertaken by beginners. Evergreens can make very little growth and unless moved with a good ball of earth around the roots, the plants will dry out and die.

When transplanting any shrub, see that the soil is well settled around the roots and that there is plenty of moisture available. It is well to set the plants a little deeper than they stand in the nursery row, and most subjects will be helped by strong pruning. The application of a mulch is also well worth while, for it helps to hold moisture and provides protection against deep freezing and heaving of the soil, thus encouraging rerooting to a great extent.

Berried plants, particularly American Holly and Deciduous Holly or Winterberry cotoneasters, many of the viburnums and a number of hawthorns may be purchased at this time to provide bright spots in the landscape during the holidays. Visit nurseries and select some of these attractive plants. They do much to enhance the beauty of the winter garden picture.

PLEDGED TO D.U.

The Fraternity Pledge Board of Colby College, Waterville, Maine, announced last week the Freshman Pledge list. Thomas R. Braddock, son of Mr. and Mrs. Thomas R. Braddock, 519 Leconey avenue, Palmyra, has registered his intention to join the Delta Upsilon Fraternity.

THINGS TO WATCH FOR

"Lipstick Plus," a new device which has interchangeable cartridges for the various colors that women seem to require, day and night . . . a radically different type of toothbrush, still in the experimental stage, the head of which is at a sharp angle on the end of a metal shaft, styled after a dentist's light, thus facilitating the brushing of the back surfaces of the teeth . . . To facilitate carrying electric razors in your pocket, some models are now being pushed in cigarette cases, tobacco pouches and smoking boxes . . . "Telephone Hosiery," new idea in merchandising silk stockings—an Indianapolis department store prints its telephone number on every pair sold to make reordering easy. Colors are named after other city telephone exchanges, making them easy to remember.

Deaths from motor vehicle accidents in New Jersey declined from 30 per 100,000 population in 1938 to less than 21 per 100,000 population in 1939.

Keating's Endorsed Candy

½-lb 30c
lb 60c

L. L. KEATING
Broad and Main Sts., Riverton
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"My family like to eat, however, and so do I. It is all so much easier since we purchased a CP gas range."

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NEW SEWER LINE IS SATISFACTORY

(Continued from page 1)

did not include the rear lots of occupied properties.

Chief Geddes reported that the booster brakes have been installed on both the pumper and ladder trucks, and they are working satisfactorily.

No Floods

Councilman Hayett reported that the highway department, at little expense, had installed new drain pipes at Broad street and Cinnaminson avenue to relieve flood conditions that prevail after every heavy rain. The work has been highly successful.

A new application for the 1940 road program was made to the state calling for the stone paving of Spring Garden street from Cinnaminson avenue to S-41 Highway, the total cost of the project being $5,333.33, of which sum $333.33 would be the borough's share.

Application will be made to the W.P.A. for the elimination of the remaining dirt roads in Palmyra. Councilman Hayett stated that about three miles out of the 39 miles of borough streets are yet to be done. Mr. Hayett also reported that he is seeking a project to move the municipal garage to a borough-owned lot to eliminate the payment of rental.

He also stated that 100 trees in the fall planting will be done within the next ten days.

Trailer Camps

The building committee was authorized to prepare an ordinance regulating the control of trailer camps within the borough limits. A house on wheels housing eight people, recently squatting in Palmyra, brought the necessity for such action.

George N. Wimer reported that at the end of October there were 18 welfare cases, covering 85 persons, and that the expenditures for the month were $393.83. This, he stated, was the highest since January of 1938, and was due to the W.P.A. lay-off.

Police Radio

A petition signed by a number of Palmyra residents was offered to council by Walter D. Lamon, Jr., and Joseph Seel. This asked consideration of the installation of a police radio system in cooperation with Riverton and Cinnaminson.

Mayor Ward stated that this question required serious consideration from the Palmyra angle. He said that Palmyra has a larger police force than the other two communities and that a central station would probably be asked for Palmyra, which would mean that the duty of keeping an operator at the sending set 24 hours a day would fall upon them. Too, with the Tacony-Palmyra Bridge so close, such a system would be of little effect unless the system was tied in with the Philadelphia system. Another objection to the plan was that Palmyra has not been beset with any major crimes, and the need for such communication might be very questionable.

The matter was received with the statement that it could not be considered now and would be held for consideration at the proper time.

Thank You!

for the nice response to the announcement of the opening of our new cleaning and dyeing establishment.

We will continue our policy of good workmanship, prompt delivery and courteous service.

RIVERTON
Cleaners and Dyers
502 Broad Street
Riverton
Phone 988

NOTICE

The new section of Spring Garden street at S-41 highway is now open to the public, the former curved section being closed to traffic.

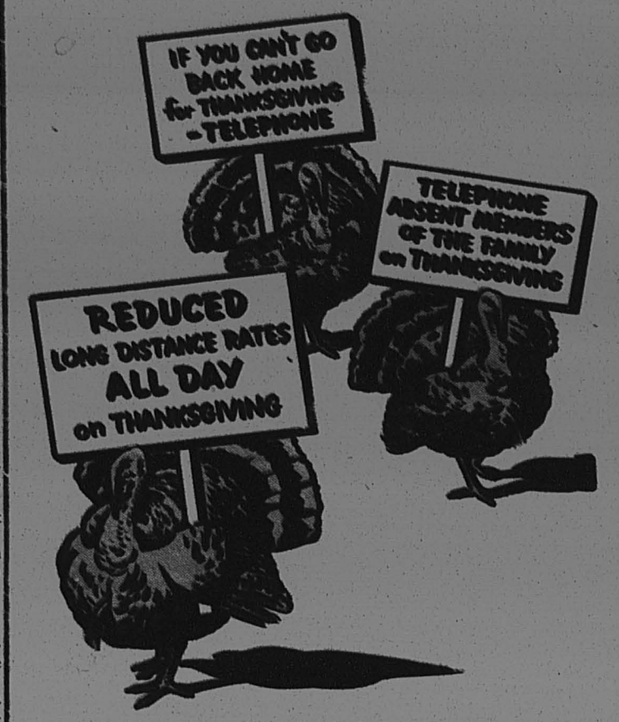
It is said that the TVA water power projects are being handicapped by the fact that the river is refusing to furnish enough water to run the machinery. We suggest that Jay Franklin announce Oil Men River as a Son. Tory Democrat.

Those who voted to repeal the arms embargo act under the theory that it would help keep our ships out of the war danger zones must now be convinced of the truth of the old adage that there are several ways of killing a cat.

Authorities in the New South Wales prison have ordered prisoners to wear soft rubed slippers at night so as not to disturb anyone. This will be especially beneficial to those prisoners who are seeking to walk out quietly.

Binghamton, New York, the other day voted for daylight saving next year. We are always encouraged when the people anywhere vote for saving something, no matter what it is.

It is said that Dutch and Belgian sportsmen no longer have to engage in trap shooting. They get their practice by taking shots at unidentified airplanes.



THURSDAY, NOVEMBER 23.... the same reduced rates that apply every night after 7 o'clock and all of Sunday will be in effect all day on calls to points within the United States.

THURSDAY, NOVEMBER 30.... these same reduced rates will apply all day on calls to states observing Thanksgiving on the 30th.

You can take advantage of these reduced rates for each day at any time from 7 p.m. Wednesday to 4:30 a.m. Friday. They apply to calls of 50 miles and over and enable you to talk 100 miles for 35c; 500 miles for 95c; 1000 miles for $1.70 (station-to-station 3-minute calls within the United States).

States observing the 30th: *Alabama, Arizona, Arkansas, Colorado, Connecticut, Florida, Idaho, Iowa, Kansas, Kentucky, Maine, Massachusetts, Minnesota, Mississippi, Nebraska, Nevada, New Hampshire, New Mexico, North Carolina, Oklahoma, Rhode Island, South Dakota, Tennessee, Texas, Vermont, Wisconsin.*

NEW JERSEY BELL TELEPHONE COMPANY

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Order Your Turkey Now!

To avoid last-minute disappointment and to be sure of getting just the size you want, place your order for your Thanksgiving Turkey now.

New Cure, Oven Tendered, Small Smoked
HAMS Skinned lb **19c**
Short shank—well trimmed—all excess fat and skin removed.

Fancy Steer Beef Tender
CHUCK ROAST lb **18c**
Boneless Rolled Pot Roast lb 23c

ASCO Brand Smoked Country Sausage lb 29c	Fish Cakes 3 for 10c
Kersey's Fresh Pure Pork Sausage lb 21c	Deviled Crabs each 12c
Kersey's Fresh Meaty Scrapple lb 10c	Baked Beans 1¼-lb can 15c
Glenwood Corn Meal (5 lb package) MUSH 10c	Fresh Opened Jersey Select Oysters doz 15c
Finest Wisconsin Muenster / White American Loaf Cheese Sliced ½ lb 13c	Fresh Jersey Croakers lb 9c
	Fancy Boston Mackerel lb 12c
	Fresh Jersey Sea Trout lb 12c

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Take Advantage of Our Big Week-End Specia

Potato Sale

Lay in your winter supply now—you not only save money but will find it very convenient to have them in the house during the stormy and inclement weather. They are sound, dry, mealy with good winter keeping qualities. Buy them by the hundred-pound bag and take advantage of these big savings.

Selected No. 1 White
POTATOES
15 lbs 30c; 100-lb bag $1.95

Oranges Large Juicy Florida dozen 19c
Grapefruit Fresh Large 3 for 14c
Sound, Red Ripe Cranberries lb 15c
Crisp, Tender Celery Hearts bunch 10c
Fresh California Iceberg Lettuce head 10c
N. J. No. 1 Selected Sweet Potatoes 3 lbs 10c

ASCO Pure Mince Meat lb 15c
Made in our own kitchens from purest ingredients. Real old-fashioned flavor

VICTOR Fresh Sliced BREAD 5c
Fresh from our own bakeries.

Grapefruit 2 No. 2 cans	19c
ASCO Pumpkin No. 2½ can	9c
Pumpkin Pie Spice can	7c
Fruit Cocktail 2 12-oz cans	25c
Pineapple Juice 2 12-oz cans	15c
Graham Crackers lb pkg	17c
Marjoram, Thyme, Sage 1-oz can	5c
Poultry Seasoning 1½-oz pkg	8c
ASCO Stuffed Olives 7-oz bottle	29c
Club Crackers 1-lb pkg	14c
Asparagus Tips No. 1 square can	25c
ASCO Tomatoes 2 No. 2 cans	19c
Large Dried Limas 2 lbs	15c
Ginger Bread Mix pkg	19c
Sweet Potatoes 18-oz can	10c
Repp-U-Tation Cider ½-gal jug	23c
Flake Pie Crust 8-oz pkg	11c

Baking Needs for Thanksgiving!

Gold Seal All-Purpose Family
Flour 5-lb bag 17c; 12-lb bag **33c**
The finest All-Purpose Family Flour milled. First choice of successful home bakers for almost half a century

Ceresota Flour 12-lb bag 42c
Best Pure LARD 2 lbs 15c

Seedless RAISINS Wilbur's 15-oz pkg	5c
Baking Chocolate ½-lb bar	10c
Cream-white lb can 17c; ½ lb can	45c
Purely Vegetable Shortening	
ASCO Vanilla Extract 2-oz bottle	21c
ASCO Baking Powder ½ lb can	10c
Southern Style Moist Baker's Coconut 4-oz can	10c

Bacon ASCO Sliced ½-lb pkg **10c**
No-Waste

Pure Jersey Cranberry Sauce 17-oz can	10c
Fancy Mixed Nuts lb	18c
Diamond Walnuts Budded lb	23c
BOB-O-SWEETS Cranberry Sauce 2 17-oz cans	23c
2-in-1 Shoe Polish can	9c
Brill-O Aluminum Cleaner 2 pkgs	15c

Where Quality Counts and Your Money Goes Furthest

These Prices Effective in Our Stores and Meat Markets in Riverton and Vicinity

Church Notices

CENTRAL BAPTIST CHURCH
Rev. George Lockett, B.D., Pastor

Bible School, 10.00 a.m.—Another fine school last Sunday. The new secretary, Howard Yerkes, and his assistants are to be commended for the manner in which they performed their duties. Everything went off real smoothly.

Morning Worship 11.15 a.m.—"Thanksgiving Spirit" has been selected by the pastor as his subject. Special music by the choir under the direction of Mr. Claude Barto and solo by a member of the choir.

B.Y.P.U. 6.45 p.m.—Many of the young people will attend the fall rally of the Camden County Federation of Baptist Young People to be held in the Central Baptist Church of Woodbury on Saturday evening. Supper will be served at 6 o'clock at the cost of 40 cents. Rally will be held at 7.45.

Evening Worship, 7.45 p.m.—A treat is in store for everyone who attends the evening service. Dr. Elwood A. Harrar of the First Baptist Church of Camden will occupy the pulpit. Pastor Lockett will exchange pulpits with Dr. Harrar. Likewise the choir of the First Birch will furnish the music of the service and the Choir of Central Baptist will be honored by accepting the invitation to render their anthems in First Baptist.

Thanksgiving Day Service will be held in Central Baptist on Thanksgiving Day as set by the President, November 23, at 10.00 a.m. Rev. Oliver Powers of the Bethany Lutheran Church will bring the Thanksgiving message. The public is most cordially invited to participate in this service which will last for one hour.

A play and fashion show will be given by the Alpha Gamma class on Friday evening, Nov. 24th. An evening of unusual interest and entertainment is guaranteed all those attending.

CHRISTIAN SCIENCE CHURCH

"Soul and Body" is the subject of the lesson-sermon in all Churches of Christ, Scientist, on Sunday, November 19.

The Golden Text is: "What? know ye not that your body is the temple of the Holy Ghost which is in you, which ye have of God, and ye are not your own?" (I Corinthians 6:19).

Among the citations which comprise the lesson-sermon is the following from the Bible: "I will greatly rejoice in the Lord, my soul shall be joyful in my God; for he hath clothed me with the garments of salvation, he hath covered me with the robe of righteousness, as a bridegroom decketh himself with ornaments, and as a bride adorneth herself with her jewels." (Isaiah 61:10).

The lesson-sermon also includes the following passage from the Christian Science textbook, "Science and Health with Key to the Scriptures" by Mary Baker Eddy: "The divine Mind, which forms the bud and blossom, will care for the human body, even as it clothes the lily; but let no mortal interfere with God's goverment by thrusting in the laws of erring, human concepts. Because mortals believe in material laws and reject the Science of Mind, this does not make materiality first and the superior law of Soul last" (p. 62).

BETHANY EVANGELICAL LUTHERAN CHURCH
Rev. Oliver W. Powers, Pastor

The Teaching Mission at Bethany Church has for its third Sunday evening's discussion the Third Article of the Creed and the Lord's Prayer. The Mission is being conducted by the pastor, the Rev. Oliver W. Powers, Sunday evenings at 8 o'clock on the fundamentals of the faith. It is a part of the seasonal teaching and sharing program of the Lutheran Church in America.

At the chief service on Sunday, 11.00 a.m., Mr. Powers will preach on the subject "Christian Examples."

On Thanksgiving Day, November 23rd, at 10.00 a.m. Bethany Church will join Epworth Methodist Church and Central Baptist Church in a community Thanksgiving Service at Central Baptist Church, the Rev. George Lockett, pastor. Mr. Powers will preach on the topic "Thanksgiving: A Day of Prayer."

SACRED HEART CHURCH
Riverton, N. J.
Rev. John F. Welsh, Pastor
Rev. Vincent A. Luther, Asst Pastor

Sunday Masses—7.00 - 9.00 - 10.15.
Daily Masses—7.00 - 7.45.
Confessions every Saturday—4.00 to 6.00 - 7.30 to 9.00 p.m.

A beautiful new American Flag was given to Sacred Heart School by Mr. and Mrs. John Strohlein. The presentation was made at the regular meeting of the Sacred Heart P.T.A. held on Thursday afternoon. A program honoring the American Flag was given by the children of the school.

The program follows:
"The Flag," march, song, recitation, grade two.
"The Doll Baby Show," recitation, elocution class.
"Three Little Mice," song, grades one and two.
"Dutch Dance," piano solo, Helen Rowan.
"The American Flag," song, grade six.
"The Candy Soldier," recitation, elocution class.
"Criss-Cross," piano solo, Robert Steedle.
"Our Flag," recitation; "God Bless America," song; "Homes," Mary Kelly; "In the Midst of Them," Kathryn Dietrich, Josephine Boyle, grade eight.

The girls of the Junior and Senior Sodalities will conduct a Penny Sale in the school auditorium on Friday evening, November 17th. Proceeds will be used to make some poor people happy on Christmas Day.

Masses—Sunday, 7.00, 9.00, 10.15 a.m. Week-day—7.00, 7.45.
Miraculous Medal Novena—Monday evening at 7.45 o'clock.

CALVARY PRESBYTERIAN
Rev. Charles T. Bates, B.D., Pastor

Worship at 11.00 o'clock.
Church School, with classes from beginners to adults, including a Women's Bible Class and a Men's Bible Class, at 10 o'clock.
Midweek Service, Wednesday at 8 p.m.

On Friday evening, November 17th, at eight o'clock, you are invited to a Congregational Social Evening. There will be entertainment, under the direction of Mrs. Albert B. Parker. Miss Elizabeth Chambers, Miss Betty Parker and Mr. Jack Matthews will give two one-act plays. There will be music by Mr. Alfred S. Van Osten and Mrs. Frank A. Bell and a Social Hour of Fellowship followed by refreshments. A silver offering for the Church Building Fund will be received.

On Thanksgiving Day, November 23rd, at 10.15 a.m. this church will unite with Christ Church, Riverton, in a Union Thanksgiving Service to be held in this church, with the Reverend Francis B. Downs, Rector of Christ Church, preaching the sermon. An offering for the children under the care of the New Jersey Children's Home Society of Trenton, New Jersey, will be received. All residents of the community are invited to attend this union service.

CARD PARTY

Mrs. Anna T. Denneler announces the weekly card party of the Riverton Ladies Club will be held today (Thursday) at 8 o'clock at the home of Mrs. Effie Stanton, Delanco, N. J.

CHRISTIAN SCIENCE CHURCH
First Church of Christ, Scientist
Thomas Ave. and Seventh St.
Riverton, N. J.

Sunday School, 9.30 a.m.
Sunday Services, 11 a.m.
Wednesday, 8.00 p.m.
Reading Room in Church Building Thomas Ave. and Seventh St., Riverton, open Tuesday and Friday, 2.30 to 4.30.

WESTFIELD FRIENDS MEETING
Burlington Pike
Sunday Morning
10 o'clock—First-Day School.
11 o'clock—Meeting for worship.

RUMMAGE SALE

The members of St. Agnes Guild of Christ Church, Palmyra, will hold a rummage sale all day Saturday, November 18, at 107 West Broad street, Palmyra.

Anyone having rummage to donate is requested to please phone Riverton 631 and it will be called for.

EPWORTH M. E. CHURCH
Rev. W. A. Boyd, Pastor

"Two Disciples Entertain Jesus for an Evening." The Rev. Boyd will speak on this theme in the morning service at eleven o'clock this Sunday. The music will be presented by the Senior Choir and the Friendly Choir. This is the first appearance of this Junior Choir this year. Mrs. Deitz is the director of this young people's organization.

"Gratitude—the High Mark of Appreciation" is the basis of the sermon thought Mr. Boyd will present in the evening at 7.45. The newly organized High School Choir will sing for the first time. So will the Senior Choir sing.

This church will unite with the churches of Palmyra in a Community Union Service in the Baptist Church, on Thursday morning at 10 o'clock. The Rev. O. W. Powers, minister of the Lutheran Church will preach the sermon.

The Church School Board will meet in the Guild Room this coming Monday evening at 8 o'clock. All members of the board are expected to be present.

BOY SCOUT NEWS

The meeting of the executive board of the Council was held on Tuesday, evening at the home of W. Harrison Mechling. Mr. Sutton, president of the Council, presided. Reports were given on the executive board conference that was held recently at the National Boy Scout Reservation at Mendham, New Jersey. Plans were discussed for the coming year and the following committees were appointed: Alexander C. Wood, Jr., of Riverton, was appointed chairman of the annual meeting and banquet committee; E. E. Beyer, of Mt. Holly, was appointed chairman of the nominating committee; and C. B. Annett, of Moorestown, was appointed chairman of the budget committee. Report on the membership showed that the Scout Enrollment was well in advance of last year and that three new Troops were due to be enrolled before the end of the year. Plans were discussed with regard to Camp for 1940. It was decided to complete camp plans by the December meeting of the board.

P.O.S. of A. NEWS

Those members who have not attended the recent meetings of Washington Camp No. 23, have missed some interesting sessions.

Probably the largest event of the winter will be held on Monday, November 27. Every effort is being made to give our members and guests a taste of unusual entertainment.

Look for details next week.
Reception Committee.

TWIN CITY SPARTANS

The Twin City Spartans has been busy during the past two weeks, registration of new members being one of the chief activities.

The organization is planning a movie benefit for the near future, the date to be decided upon later.

—o—

Arthur Hoyt has been named reporter, the previous holder of this office having resigned.

The officer's pins are expected very shortly.

—o—

A basketball team has been organized and the squad would like to book games with teams comprising players between the ages of 12 and 15. Those interested kindly get in touch with the Spartans, who meet in the Calvary Presbyterian Church, Riverton, Friday evenings at 7.30.
Arthur Hoyt, Reporter.

Mirrors Resilvered and Remodeled
FANCY GLASS NAME PLATES
Roberts VARIETY Store
East Riverton, New Jersey
Telephone 630
Work Called for and Delivered

Wesleyan Men's Bible Class

For the Men of the Community
Influence

Hawthorne relates an account of a Scientist's daughter who worked with her father in his laboratory amid poisonous gases. Her garments became saturated with poison.

One day she went into the garden—a humming bird flew to her bosom—it fell dead at her feet. She picked up a flower—it too withered and died.

This story of the scientist's daughter is illustrative of a great moral fact, namely that people carry with them atmospheres of influence either for good or evil.

The estimate of man is not his size but his atmospheres that consciously or unconsciously pass from him to others.

It is the purpose of our Bible to lift to high levels of thought and practice by the study of the precepts of scriptures and their manifestations in sacred conduct as revealed by the life of Christ and His devoted followers.

Of the disciples it was said by the on-lookers, as they passed by, "They have been with Jesus." What an ideal comment to make. May it be said of Christians today as they pass by in their journeys in the community life.

Forth from our Class we seek to send our brothers as followers of the Christ, with atmosphere of brotherliness. Come with us next Sunday at 9.50 a.m. The outcome is with you.

REVISING A SLOGAN

"Lafayette, here we are and here we mean to stay." Signed, Your Uncle Samuel.—American Guardian.

PALMYRA WOMAN'S CLUB

The regular meeting of the Palmyra Woman's Club will be held in Society Hall, November 20 at 2.30 p.m.

The guest speaker will be Mrs. Patrick Henry Adams, president of the New Jersey State Federation of Women's Clubs. All members are urged to be present to hear Mrs. Adams who will have a worth while message for us.

Mrs. Stanley Lippincott will render several solos and Miss Marjorie Wilson will play piano selections.

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TUNE IN ON "THE SHADOW" EVERY SUNDAY
4:30 STATION WFIL 5:30 STATION WOR

Ethics . . .

The reputable funeral directors have set for themselves a rigid code of ethics in order to keep the profession on a high plane.

The Snover Funeral Home is one which adheres to this code, and, consequently, has earned the confidence of the people.

The Snover Funeral Home
Incorporated
313 E. Broad St., Palmyra, N. J.
Frank A. Snover John N. Swartz
Phone, Riverton 630

Country Club Notes

Men's League

With only one game lost to date, the Hagstoz bowlers boast an advantage of three points over the Bonsall outfit in second place.

High Singles—
Allen, 213.
Cooper, 230.
Lippincott, 211.
Cox, 209.
Jacoby, 212.
Clark, 215.

The Standing

	W	L
Hagstoz	14	1
Bonsall	11	4
Lippincott	9	6
Frank	8	7
Jamison	8	7
Woods	7	8
Clark	7	8
Hendrickson	7	8
Elliott	4	11
Wilson	2	13

Ladies' League

The competition is still very tough in this league, only two points separating the first and last teams.

The Standing

	W	L
Mrs. Capehart	10	8
Miss Gausler	10	8
Mrs. Hendrickson	9	9
Mrs. Story	9	9
Mrs. R. Lippincott	8	10
Mrs. E. Lippincott	8	10

High Singles—
Mrs. Burns, 154.
Mrs. Hackett, 177.
Mrs. Story, 166.
Miss Gausler, 189.
Mrs. Langenberg, 181.

BOB WAGNER Vs. DYNAMITE JOE

When Strangler Bob Wagner hammered the daylights out of Jim Casey last week he worked himself right into a bout with Dynamite Joe Cox. For weeks Wagner has been going along doing this same things to every opponent and at the same time, arousing the wrath of the public to such a height, where they wanted to annihilate him. But, Promoters Frank and Ray Hanly beat them to the punch for they paired him with Cox as the feature of Thursday night's show in the Camden Armory.

A superlative supporting card has been arranged to add more punch. Gino Garibaldi, popular Latin-American, clashes with Hans Kampfer, German strongman, in the semi-windup of 30 minutes. Rudy Dusek takes on Tom Casey in the third half hour bout. Tom scored a big hit last week holding Tommy Rae to a draw. Nanjo Singh mingles with Ace Gordon in the second tilt, while a new sensation in Wendy Black, former Georgia Tech all-American football hero and intercollegiate wrestling champion of the south will open the show with Joe Maynard, of Texas, in the first 30 minute fray.

POWERS AIDS IN WAGE ADVANCE

Official assurance that W.P.A. Administration workers at Dix would be paid in the future under a metropolitan district wage scale, was sent Major D. R. Wolverton, construction quartermaster at Fort Dix, by Congressman D. Lane Powers this week.

The increase to metropolitan district scale took effect as of November 10.

Powers' assistance was requested by Major Wolverton when many workers on Fort Dix projects pointed out that although they lived in the Mercer county and high wage rate districts of Burlington county, the rate of wage paid at Dix was under a rural scale. Powers' help was also asked by Trenton city officials and officers of a workers' organization.

The new rates, as announced to Congressman Powers by Robert W. Allan, State W.P.A. Administrator, effect the following increases: unskilled "B" workers, from $39.60 to $48.00; unskilled "A" workers from $44.40 to $52.80; intermediate, from $52.80 to $63.60; skilled, from $68.40 to $72.60, and professional and technical, from $70.80 to $87.60. The figures are for four week fiscal period earnings.

In his letter to the Major Congressman Powers declared: "I am delighted to have been able to accomplish this for the workers affected."

BROADWAY STARTS NEW SET NOV. 16th

Beginning Thursday, November 16th, the Broadway Theatre starts giving away to the ladies the new custom built, oven proof, Bake Set, designed and decorated to match the etched gold dinner set. The opening item, is an attractive oven-proof mixing bowl. Individual pieces will be given away every Monday and Thursday thereafter. Ladies attending the matinee may obtain the item for that day by paying the night price admission.

Y. M. C. A.

The honor of a vice presidency comes to Burlington County this year in connection with the annual state Y.M.C.A. older boys' conference at Jersey City, December 8, 9, 10, Thomas E. Busby, Jr., of Willingboro, having been elected to this position. Upwards of 500 fellows will attend, thirty of whom will represent the Burlington County Y.M.C.A.

—o—

All the Y.M.C.A. secretaries identified with the operation of Camp Ockanickon, which is the camp of Burlington, Camden, Gloucester and Monmouth county Y.M.C.A. organizations, spent Tuesday together at the Burlington County "Y" headquarters, Mount Holly, having been convened by C. A. Duran, executive director of the camp, going over plans for the 1940 season, when attendance in larger numbers by the Y.M.C.A. group and club members will be sought.

—o—

Guy C. Hendry, Burlington County "Y" secretary, was the speaker at the Salem Y's Men's Club at its evening dinner meeting Wednesday. His subject was assigned him by the club, namely, Camp Ockanickon's History and Development Plans.

—o—

Another Father and Son address goes down in the book this week to the credit of Judge Harold B. Wells, who was or will be the speaker at the first dinner of this character ever to be held at Stevens Station.

—o—

A combined meeting of the executive and finance committees of the County Y.M.C.A. Board was held at the community house, Moorestown, Monday night.

Plans were also outlined for the meeting of the entire county Y.M.C.A. board, also at the same place, only with dinner, on November 28, when eight new men will be welcomed into membership. They are: William S. Stevens, Beverly; William H. Wells, Bordentown; Harlan A. Lowden and S. Page Scholey, Burlington; Rev. R. J. Beazley, Jobstown; Charles Leeds, Marlton; Edwin B. Forsythe, Medford; Paul R. Jones, Palmyra.

AT FOX, RIVERSIDE, SUNDAY AND MONDAY

Baby Sandy, Mischa Auer and Shirley Ross in a scene from "Unexpected Father," which plays at the Fox Theatre, Riverside, Sunday and Monday, November 19th - 20th.

YWCA NOTES

Plans for the annual meeting of the Burlington County Y.W.C.A. will be made at the November meeting of the board of directors, to be held Tuesday, November 21, in the county office at Mount Holly.

The proposed budget for the county association for 1940 will be presented on first reading at this meeting. Questions to be considered at the National Y.W.C.A. Convention to be held in Atlantic City in April, 1940, will be discussed and preparations begun for active participation by board members in the convention.

In preparation for the board meeting the finance and executive committees will meet Tuesday afternoon at the county office, to draw up the 1940 budget. Mrs. E. P. Darlington, of New Lisbon, heads the finance committee, and Miss Gertrude N. Brick, of Crosswicks, county president, is chairman of the executive committee.

Juvenile Delinquency Discussed

Problems of juvenile delinquency in Burlington County were discussed at a joint meeting of the public affairs and girls' work committees of the county board in the county office Friday, with Mrs. Edna Perry, county probation office, as discussion leader. The group will meet again following the regular board meeting November 21 to continue a study of this subject.

The nominating committee of the county board is to meet Monday, November 20, in the county office at 10.00 a.m. Mr. Alexander C. Wood, Jr., of Riverton, is the committee chairman, other members being Miss Hannah Severns, of Moorestown; Mrs. Eben Shinn, of Rancocas; Mrs. Kenneth Ried, of Lumberton, and Mrs. Louis B. Forsythe, of Bordentown.

County Notes

Mrs. Reeve Crain is the new advisor of the Indian Mills Girl Reserve Club.

The Girl Reserves of Masonville are helping with the lunchroom at the Masonville School. Helen Richardson, Ruth Verner, Violet Dolan and Alice Bowman are responsible for keeping it attractively decorated. Gloria Smith, Dorothy Stafford, Alice Bowan, Marjorie Shard and Ruth Verner are lunchroom waitresses.

A committee to plan a ceremonial for the Masonville club consists of Dorothy Stafford, Ruth DeBolt, and Gloria Smith.

Miss Katherine Lucchini, county secretary, and Miss Virginia Slim, girls' work secretary, will attend a meeting of the National Association of Employed officers of the Y.W.C.A. in Philadelphia, November 17.

CHURCH ROAD WORK

Within a few days, the Church road improvement project in Cinnaminson Township will have reached the stage where all gravel will have been applied.

Those in charge of the work anticipate that the operation will be entirely complete about the middle of December.

CAIN SUCCEEDS ELLIS H. PARKER

Appointment of Clifford D. Cain as chief of Burlington county detectives was announced last week by Prosecutor Howard Eastwood. Cain was an assistant to Ellis H. Parker, when he was head of the county detective office.

For the first time since Parker left the office following his conviction on Federal charges involving the alleged kidnapping of Paul H. Wendel, the county detective office has an active head. Since Parker left the office, Cain and G. Clinton Zellar have been cooperating in running the office, with Cain as acting chief.

Eastwood Says

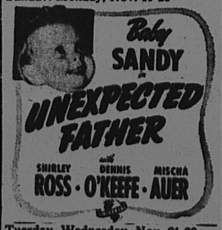
In a recent statement Prosecutor Eastwood said:

"As the result of a conference with Judge Frank A. Hendrickson I am today appointing Detective Clifford D. Cain as chief of Burlington county detectives.

"I feel that Detective Cain merits this promotion, not only because he has been acting as chief of county detectives for a number of months past, but principally because of his long and honorable service in the Detective Department."

The promotion will result in an increase in salary for Cain, who has been receiving $3,000 a year as an assistant. The chief's salary is $4,000.

Cain, who is 48, has been a county detective since July 28, 1921. After serving in the United States Army during the world war, he left the service to become an assistant to Parker.

FOX — Riverside
NEW LOW EVENING PRICE 25c
Friday and Saturday, Nov. 17-18
Robert CUMMINGS • Ann GREY
Gloria JEAN
in
UNDER-PUP
—Extra Added Saturday Matinee—
BONITA GRANVILLE in
"NANCY DREW REPORTER"
Sunday, Monday, Nov. 19-20

Baby SANDY
UNEXPECTED FATHER
with
SHIRLEY ROSS • DENNIS O'KEEFE • MISCHA AUER
Tuesday, Wednesday, Nov. 21-22
MAISIE IS BACK!

Tone SOTHERN
FAST and FURIOUS
Thursday, (THANKSGIVING) and Friday, November 23 - 24
GALA HOLIDAY SHOW
CONTINUOUS THURSDAY
STARTING at 2 p.m.
The Picture You Have Been Waiting For"

MICKEY ROONEY
JUDY GARLAND
BABES in ARMS
CHAS. WINNINGER • GUY KIBBEE
Directed by Busby Berkeley

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RIVERTON, N. J.

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Fri., Sat., Sun., Mon. - Nov 17-20

THE TOAST OF PARIS!.. THE RAGE OF RIO!
For one hour with her... men risked any danger... any disgrace!
DARIL RATHBONE • VICTOR McLAGLEN
RIO
SIDNEY GURIE • ROBERT CUMMINGS • LEO CARRILLO

Starting Tuesday, Nov 21st
CLAUDETTE COLBERT in
"Drums Along the Mohawk"

PALMYRA BROADWAY
DIRECTION VICTORIA AMUS. CO.
Matinee Daily at 2.00 p.m.
Evenings 7.00—9.00 o'clock
THURSDAY, November 16
LESLIE HOWARD in
"INTERMEZZO"
—Free to the Ladies—
Starts Today—Custombilt Oven-Proof Bakeware Designed to Match Your Etched Gold Dinnerware Set.
—Opening Item—
Attractive MIXING BOWL
FRIDAY and SATURDAY
November 17 - 18
GARY COOPER with
RAY MILLAND and
SUSAN HAYWARD in
"BEAU GESTE"
Added—Walt Disney's
"THE PRACTICAL PIG"
—Saturday Matinee Only—
JOHNNY MACK BROWN in
"THE OREGON TRAIL"
MONDAY, November 20
1 DAY ONLY
RICHARD GREENE with
RICHARD DIX and
BRENDA JOYCE in
"HERE I AM A STRANGER"
Free to the Ladies
Second item of the new Bakeware
TUESDAY, November 21
ANN SOTHERN and
FRANCHOT TONE in
"FAST and FURIOUS"
Get your Thanksgiving Turkey free by attending tonight—
8—Fresh Killed Turkeys will be presented from the stage of this theatre tonight at 9 o'clock to persons holding lucky coupon numbers.
WEDNESDAY - THURSDAY
November 22 - 23
Continuous Showing Thursday (THANKSGIVING DAY)
Starting at 1.30 p.m.
ALICE FAYE and
DON AMECHE in
"HOLLYWOOD CAVALCADE"
FILMED in TECHNICOLOR
Thurs.—Free Gifts to the Ladies

OBITUARIES

SUSAN A. COPELAND

Mrs. Susan A. Copeland, 72, of 4522 Penn street, Philadelphia, formerly of Palmyra, died on Tuesday at the Burlington County Hospital.

Funeral services will be held on Friday at 11 a.m. from the Snover Funeral Home, the Rev. John Chapman officiating.

Interment will be made in Asbury Cemetery.

The deceased is the mother of Mrs. Florence Felman, of Palmyra.

ANOTHER EARTH TREMOR LOCALLY

The earthquake, which is reported to have shaken sections of four eastern states, was distinctly felt in this vicinity shortly before 10 o'clock on Tuesday evening.

The full force of the shock lasted for about 10 seconds, rattled windows, and shook buildings. No damage was caused. The tremor, as recorded by seismographs, was more intense than the one experienced here last August, but no appreciable difference was noticed by the general public.

Scientists state that a recurrence, in the near future, of lesser intensity, can probably be expected.

PORCH CLUB

There was a very good attendance at the Porch Club on November 14th by those sewing for the Red Cross.

Layettes were made for refugee babies, and a great deal was accomplished at this meeting.

Tea was served to those attending at four o'clock.

The next meeting will be November 21st, at 10 a.m.

SPEAKS HERE ARMISTICE DAY

On Friday night, November 10th, a keenly interested audience, in the Riverton School auditorium heard Miss Eleanor Slater, now of the Friend's Service Committee, and formerly a worker in the depressed areas of the south, both in mining towns and along the Texas border, speak on "A Peace to End War."

Miss Slater's thesis was that scorn, hatred and hunger can breed only strife, and that these must inevitably result in war. War which is won through hunger and oppression leaves such hate that there can be no lasting peace. From her experiences she is convinced that these conditions do not prevail solely in the international sphere, but are part of the local scheme of things in most parts of this and all countries. Until there is a great improvement of these conditions in all countries Miss Slater does not feel that there is much hope for the better relations between nations. However, she is convinced that a finer healthier condition within the borders of each nation will result in a more hopeful condition for the world in general.

The general discussion which followed turned more upon the questions of local social service and what those at the meeting could do to promote better conditions and so better feeling in the locality. The only concrete suggestion was added support to give added usefulness to the local Welfare Association.

The audience joined in appropriate songs both before and after the talk. The singing being led by members of the choirs of the Presbyterian and Episcopal churches. The Rev. J. F. Welsh offered the opening prayer, and the Rev. Charles Bates pronounced the benediction. Charles Evans represented the Friends Meeting and the Rev. G. A. Mitchell the colored congregation. The Rev. Francis Downs acted as chairman of the meeting. Miss Helen Lippincott and Mrs. A. S. Roberts were the proponents of the plan and the sponsors of the meeting.

A Scot living in Nova Scotia is advertising for a wife who can play the bag-pipe. Personally we prefer straight verbal punishment.

As light as some politicians' heads are, it's mysterious to us how they can keep an ear to the ground.—St. Louis Star-Times.

WANT-ADS

LOST AND FOUND—RENTS—SALES
HELP WANTED
CLASSIFIED ADVERTISEMENTS
Rate 10c Per Line
(Line Average 8 Words)
Minimum Charge 30c for Each Ad
Phone 712

LOST: Leather key case. Return to P. O. Box 133 with finder's name inside. 11-16-1t

MEN YOU CAN MAKE from $40 to $60 per week right here in Palmyra and Riverton if you are both willing to work and willing to learn. This opening is with an established local firm. The position calls for a man willing to work long hours—a man who will follow instructions and has at least the equivalent of a high school education. This is a selling proposition of products of proved merit. Apply by letter giving complete history, stating education, etc. Previous selling experience not essential. Write Box "X" The New Era Office, Riverton, N. J.

FOUND: Cocker Spaniel. Owner can obtain same by proper identification and paying for this adv. Call 201 Elm avenue, Riverton.

RENT: Apartment, 3 rooms and bath, 412 Main street, Riverton. Phone 783. 11-16-1t

SALE: 7 shares Cinnaminson Bank stock, sacrifice immediately to settle estate. Write Box R, New Era. 10-5-tf

SALE: Dining room furniture. Write Box "R" New Era. 10-12-tf

WANTED: Passengers to share driving expenses on trip to Florida. Leaving about December 1st in a '38 convertible. 11-9-1t

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on poor quality coal. Your health, comfort and a saving is assured, if you use EVANS' PREMIUM COAL. "It goes farther and heats longer."
FUEL OIL - Genuine Koppers Coke

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DON'T BE SATISFIED WITH SEEING— DRIVE THIS

NEW-FASHIONED CAR!

The 1940 FORD V-8

Some motorists will take months to learn why we HAD to call the new Ford "New-Fashioned"! But not you!

A few arm-chair experts will still be saying, "All low-price cars are alike." But you'll know better!

Because YOU're going to KNOW what a world of difference those 22 IMPORTANT IMPROVEMENTS make! You're going to KNOW that this sweet-riding "eight" is the biggest, roomiest Ford ever built! (Five inches more over-all length. Four inches more usable inside length in Sedans!)

So come in today, and drive the big, roomy Ford V-8 for 1940. You'll learn a lot about VALUE—and you'll love it!

Be Less Ford V-8 for 1940 equipped with new torsion bar ride-stabilizer . . . an entirely new and better ride

IMPROVED SOUNDPROOFING

From stem to stern, this big, roomy "eight" has been "soundproofed" by Ford engineers, working with the latest vibration-detecting instruments and sound-deadening materials. In addition, a new "easy-shift" transmission, improved brake drums, and the smooth V-8 engine help to reduce noise and vibration.

Sincerely

LESTER S. FORTNUM

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BROAD and GARFIELD AVE.
PALMYRA, N. J.
Phone 1200 Free Delivery

FANCY CALIFORNIA TOKAY GRAPES lb 5c

Florida Juice ORANGES doz 9c

Florida GRAPEFRUIT 8 for 25c

FANCY FRESH BRUSSELLS SPROUTS qt 15c

Snow White Mushrooms lb 23c

U. S. No. 1 IDAHO BAKING POTATOES 10-lb bag 27c

HARDING'S SWEET CREAM BUTTER
FARM ROLL
2 lbs 65c
¼-lb PRINTS—2 lb 67c

FREE: 1 Large Drinking Glass with Each Pound of PARKAY OLEOMARGARINE lb 19c

PABST'ETT CHEESE (3 varieties) 2 pkgs 25c

PILLSBURY FLOUR
5 lb bag 23c
12 lb bag 43c

Granulated SUGAR 10-lb bag 53c

Concentrated Super Suds with 2 cakes PALMOLIVE SOAP all for 21c

CHIPSO GRANULES 2 large boxes 37c

MOTHERS QUICK OATS box 7½c

FRESH BAKED Cocoanut MACAROONS lb 19c

Get a Genuine FRANK BUCK GIANT PANDA BEAR with 4 Coupons from KELLOGG'S COFFEE and $1.00
A Regular $2.75 Value

SPECIAL FEATURE . . .
CITY DRESSED COUNTRY STYLE
Shldrs of Pork lb 15c
4 to 6 lb avg

Swift's Premium Genuine Spring Legs of Lamb lb 24c
One Price—None Higher

Strictly Fresh Killed Paramount FRYING or ROASTING Chickens lb 27c
3½ to 4 lb avg

Swift's Premium Genuine Spring Shlds of Lamb lb 17c
3½ to 4 lb avg

Vogt's Pure Lard ..... lb 8c

"We enjoy ourselves only in our work—in our doing; and our best doing is our best enjoyment."

THE NEW ERA

RIVERTON :: CINNAMINSON :: PALMYRA

"Guess I shood av saved my speech but wuz in a hurry. Speakout I didn't have to paper wuz late. In cum my party. Banquets, I hope not all for, a nise "Frankgivin."

50th Year No. 44 RIVERTON—PALMYRA, N. J., THURSDAY, NOVEMBER 23, 1939 PRICE FIVE CENTS

DEDICATION OF NEW STADIUM

Elaborate Ceremony Planned for Local Thanksgiving Turkey Day Classic

On Thursday of this week, Thanksgiving Day, Palmyra High School will dedicate its new stadium that has been erected at a cost of nearly $67,000, the ceremonies getting under way promptly at 12 noon and to be followed by the annual Palmyra-Riverside football game at 1 o'clock.

Officials expect that every one of the 3,000 seats in the concrete stands will be taken before the exercises begin. The new athletic plant comprises 9.3 acres and, in addition to the gridiron, contains a quarter-mile track, football practice field and playing fields for soccer and hockey.

The entire layout is one of which the community can be justly proud, being one of the finest and most adequate in the state.

Program

The complete dedication program follows:

Singing, "America," assemblage.
Invocation, Rev. George Lockett, Central Baptist Church.
Address of Welcome, Mayor John Ward.
Speaker, Fred D. Forrest, Operating Engineer W.P.A.
Presentation of Stadium, Walter D. Cougle, Branch Manager W.P.A.
Acceptance, Leonard R. Baker, President Board of Education.
Speaker, Louis J. Kaser, Superintendent of Schools.
Speaker, Howard Eastwood, Esq., State Senator Elect, Burlington County.
Benediction, Rev. W. A. Boyd, Epworth M. E. Church.

Music

Palmyra High School Band, Riverside High School Band, Post Rodgers American Legion Junior Drum and Bugle Corps.

The Game

The football clash that will follow the dedication is certain to be a classic, with both teams at their best, since they have been traditional

(Continued on page 3)

This year, perhaps more than ever before, the people of the United States have reason to be grateful on Thanksgiving Day. Whatever our lot may be, we are indeed fortunate in living in a Nation untouched by the horrors of war.

Let us offer thanks for our happy condition and prayers that it may continue for all time.

Famed Minstrels Here Dec. 13

One of the really big events in the local amusement season is slated for Wednesday, December 13, in the Palmyra High School auditorium, when the famed Public Service Minstrels will appear in a show sponsored by the fire companies of Palmyra and Riverton.

The cast of 27 men is composed of Public Service employees and the performance has been given in several other communities with tremendous success. The troupe only appears for charitable purposes, being a non-profit organization. Because of the excellence of the show, the minstrels are in great demand, and the local organizations consider themselves fortunate in being able to secure them for an engagement here.

Tickets will be on sale in the near future and can be obtained from firemen in both communities.

FOR NOVEL GIFTS

Those in search of novel gifts for Christmas are urged to keep the Woman's Exchange in mind, since there will be a wide variety of unique and attractive articles for sale at the event to be held at the Porch Club on the afternoon of Tuesday, December 5.

The sale will be open to all women of Riverton and vicinity, whether or not they are members of the club.

Those wishing to offer articles for sale are asked to register with Mrs. Gilbert Coe, phone, Riverton 321-R, on or before December 2.

SOUVENIR PROGRAM

In connection with the dedication exercises at the high school stadium on Thanksgiving Day, the Alumni Association of the school has prepared and published an attractive 20 page souvenir program for the occasion.

This will be sold at the game by members of the Red and White staff.

The program contains complete information concerning the football squads of both teams, including number, age, weight, height, etc. There are also pictures of both teams and the coaching staffs.

Other illustrations include one of the Palmyra Board of Education and the school.

There is also a wealth of other interesting information and the booklet should be a valued memento of the occasion.

Officials

The officers of the association are: Thomas Cahill, president; Robert Finney, first vice president; Mildred Cook, second vice president; John Geiss, treasurer; Marjorie Koenig, recording secretary; Betty Showell, corresponding secretary.

The class representatives are: '29 Dr. Hayes B. Brady, '30 Walter Poulson, '31 Robert Finney, '32 Leon C. Guest, '33 Martha Guest, '34 Urie Megehan, '35 Russell Rivers, '35 Helen Habfast, '35 Arthur Faunce, '35 Russell Hamelman, '36 Olive Jones, '36 Frank Alloway, '37 Blanche Kuensell, '38 Fred Freeman, '38 Betty Martinet, '39 June Hires, '39 Helen Mansfield, '39 Harley Rivers.

Alumni are asked to stop and register at the alumni booth at the stadium.

The evening's program includes the following events.

8.00 o'clock—General meeting and entertainment, high school auditorium. All alumni invited.

9.00 o'clock—Dancing in the gym. Alumni admitted free of charge.

POURING CONCRETE

Considerable progress has been made during the past week on the foundation for the new Riverton post office, where a large force of men has been engaged on this phase of the project.

According to those in charge, work is progressing according to schedule and operations will be rushed as much as possible before real weather sets in.

HONOR ROLL

PALMYRA HIGH SCHOOL
First Term

SENIORS

Frances Cook
George Ford
Richard Deemer
Mary Haws
William Robinson
Jean Smalley
Olga Trotta
Robert Waters
Helen Wilcox

JUNIORS

Richard Joyce
John Mustard
Lilliane Schillinger
Lois Ward
Virginia Armstrong
Grace Rush

SOPHOMORES

Palmer Adams
Charles Ahlman
Frances Arndt
Jean Bowers
Peggy Ryan
Eleanor Voorhis
Elizabeth Warden
Russell Briggs
Dorothy Cooper
Thomas Lane
Marie Owens
Jeanne Werner

FRESHMEN

Francis Burns
Margaret Celent
John Graham
Mary Laning
Eleanor Metzger
Evelyn Rahelic
Dorothy Wallace
Vesta Evans
Jean Ferguson
Marie Grab
Doris Jermon

GRADE SCHOOL

GRADE FIVE

Betty Lou Bowman
Dorothy Makin
Dolly Marshall
Martin Schoettler

GRADE SIX

Hamilton Carson
Marion Applegate
Dorothy Blackeby
Carol Ward
Alfred Nagle
Catherine Reiter

GRADE SEVEN

Thomas Schwink
William Engle
Marjorie Knight

RIVERTON P.T.A.

The annual publicity luncheon of the Burlington County Council of the New Jersey Congress of Parents and Teachers was held at the Log Cabin Lodge, at Medford Lakes, on Thursday, November 16th, the Riverton P.T.A. being one of the largest groups represented. Mrs. Eric Warnick, county publicity chairman, of Cinnaminson, formerly of Riverton, was in charge of the luncheon. Mrs. Walter L. Bowen, State Publicity Chairman, and past state president of the New Jersey P.T.A. was one of the principal speakers and Mrs. C. V. Devery, county musical chairman played for the singing.

Others attending from Riverton were Mrs. Clifton P. Mayfield, Mrs. G. F. Armstrong, Mrs. Robert G. Andrews, Mrs. Thomas Taylor, Mrs. Ezra Carhart, Jr., Mrs. F. C. Langenberg, Mrs. Edward H. Blackwell, Mrs. Frederick W. Metzger.

—o—

The certificate of Merit for 1939 was recently received by the Riverton Association with the highest honor attainable, 15 goals, for work achieved under the supervision of Mrs. Charles Yost, past president of the association.

Another high honor was obtained when the publicity book for the year 1938-39 received a gold star for the work of the chairman of that year, Mrs. Alexander B. Garwood.

Palmyra Meeting

Mrs. John Hoepfner, president of the Palmyra Parent Teachers Association is hoping to welcome more Riverton parents, whose children are now in high school, as members of that group. There is a meeting Tuesday, November 21, at 8.15 in the high school auditorium. James Hughes, safety educator in both the grammar and high school, will speak on "Safety in School." Miss D. M. Diener will conduct the Girls Glee Club in several selections.

With a new year starting in all parent-teacher work Riverton parents are urged to carry on the former loyalty and enthusiasm and join their children in their new work in Palmyra. Tuesday night, November 21, is the night to start.

CHORUS NUMBERS FORTY VOICES

Festival Foundation Group Led by Eric Warnick; Concerts Planned

At last Tuesday night's rehearsal of The Festival Foundation, Eric Warnick, conductor, announced that the audition list of singers was definitely closed, completing a chorus of forty voices selected from among the outstanding vocalists of Burlington county. The entire program for the opening concert of the Christmas season is now in full choral rehearsal.

Soon after this notice appears in press, letters outlining the ideals and purposes of the organization will be mailed to a list of musically appreciative and civic-minded persons, asking their support as sustaining members. Subscriptions to The Foundation costing $2 each will entitle the holder to two tickets to one concert in each of the Christmas and Spring series, which will be presented at key points in the County. Names of sustaining members will appear in the concert programs.

Purposes

The purposes of The Festival Foundation are two-fold. First, the performance of fine choral music,

(continued on page 9)

Eleanor Sauerwein

GRADE EIGHT

Clarence Garwood
Jane Fisher
Jean Grassie
Joan Donaghy

MARKET HOUSE OWNER ROBBED

Morris Lipkowitz Victim Here Saturday Night; Loot Amounts to $1,000

Morris Lipkowitz, one of the proprietors of the Philadelphia Market House, Palmyra, was relieved of the sum of about $1,000 in cash shortly before 11 o'clock on Saturday night when he was about to leave the receipts from his store in the night depository at the Cinnaminson Bank and Trust Company, Main street, Riverton.

Accompanied by his son, Mr. Lipkowitz left the store and drove to the bank. Just as he left the car, another machine pulled to the curb in front of his auto and two armed men jumped out. They demanded the cash and also searched Mr. Lipkowitz, taking his wallet and keys.

Off in Auto

As soon as they were satisfied that they had made a complete haul, they dashed for the car while the victim shouted loudly for help. His cries were heard by Officer John Robinson, who was at the railroad station. He sprinted across the tracks and sized up the situation immediately, also observing the disappearing lights of the bandits car as the machine headed south on Main street.

Robinson quickly climbed into the police car and was about to give chase when the crossing gates went down ahead of an approaching train. With this break, the culprits managed to get away clean, no trace of the car being found when pursuit was resumed.

Alarm Sent

The Riverton police immediately broadcast an alarm over the state police teletype and local officers scoured the roads in this section in an effort to locate the car, Chief William Gootee directing the operations.

Mr. Lipkowitz's son, showing rare presence of mind had secured the license number of the getaway car and it was later learned that the tags had been stolen from a machine in Millville about a week ago.

Officials believe that they may be some connection between the local case and three holdups in Camden that took place last week.

Terry Here For Dedication

Frank Terry, first athletic director at Palmyra High School, will be one of the distinguished guests at the dedication of the new high school stadium Thursday.

Mr. Terry is the present soccer coach at Northeast High School, Philadelphia.

Among other notables who will be present are Mayor John F. Ward, of Palmyra and members of the Palmyra Borough Council, members of the Palmyra Board of Education and the school boards of sending districts.

The speakers are listed in another item in this issue of The New Era.

LUNCHEON—BRIDGE

Mrs. Lawrence B. Parker, of Morgan avenue, entertained with a luncheon and bridge on Thursday of last week for Mrs. Harry G. Stemshorn, of Elm Terrace, Riverton. Guests present were Mrs. Robert Allen, of Glassboro; Mrs. Ralph White, Mrs. Marvin Brunson and Mrs. Gilbert Haeusler, of Moorestown; Mrs. C. Emmerson Gregory, of Palmyra and Mrs. Porter B. Caldwell and Mrs. Walter Moyer, of Riverton.

Courage conquers all things: it even gives strength to the body.—Publius Ovidius Ovid.

DEDICATION OF NEW STADIUM

(continued from page 1)

rivals ever since Riverside established a high school.

Past performances during the season mean practically nothing when these two outfits tangle, thus the comparative record this year, which apparently favors the Rams, will do little more than to give those who peruse it a headache.

Riverside is outweighed by several pounds, both in respect to the starting lineup and in the matter of reserves, but this factor will probably have little bearing on the outcome.

Palmyra Should Win

Our choice is Palmyra, provided that the Red and White representatives play the brand of ball that they displayed against Burlington, Haddonfield, Camden Catholic and Haddon Heights. Otherwise—curtains.

Riverside will be in there fighting from start to finish and if the locals can match them in this department, the Dimondmen should dedicate the stadium with a win.

Over-confidence for EVEN A MINUTE will certainly spell the doom of any victory thoughts for Palmyra and the home guard can be assured that they are in for some strenuous work if they are to walk off the field with the honors.

Probable Starting Lineup

Palmyra		Riverside
Keen	LE	Joo
Karns	LT	D'mochowski
VanE'burgh	LG	Hellings
Trotta	C	Theurer
Liberi	RG	L. Malone
Calhoun	RT	Norwicke
McDermott	RE	Costello
Stickle	QB	Pechillo
Brewster	LH	Rider
O'Neil	RH	J. Malone
Hoff	FB	Perrucci

Average weight starting lineup:
Palmyra—162.
Riverside—151.

Average weight entire squad:
Palmyra—159.
Riverside—151.

Traffic Rules

Chief C. Morris Beck, of the Palmyra police, will have charge of traffic arragements, assisted by officers from other communities. He states that there is ample parking space in the vicinity of the stadium, but wishes to call the attention of motorists to the following rules which will be in effect Thursday:

No parking on the following thoroughfares:

Race, Fourth to stadium.
Third, Arch to Race.

Tickets

Reserved seat tickets can be obtained at Rogers New Agency, Broad street, Palmyra, at the high school and at the stadium. The price is 65 cents. General admission tickets will be sold only at the stadium before the game at 40 cents.

A complete sellout is indicated.

Complete Squads

The complete roster of players on each team is as follows:

Palmyra

L. Mitchell, J. Deitz, R. Conwell, W. Mickle, R. Sandoz, W. Schneider, F. Lord, M. Faunce, T. Lane, A. Brewster, J. Hoff, R. Fichter, G. Durgin, C. Conover, P. Flournoy, R. Calhoun, J. Washington, M. Lippincott, R. Trotta, W. Austin, C. Karns, R. Carhart, R. Southwick, H. Groome, W. Keen, A. Winters, P. Villari, J. Broemme, L. Liberi, J. Van Emburgh, R. Redfield, F. O'Neill, C. Grimes, R. Stickel, C. McDermott.

Riverside

Costello, Norwicke, L. Malone, Theurer, Hellings, Dmochowski, Joo, Pechillo, Rider, J. Malone, Perrucci, Unley, Russo, Clauss, Hubs, Brandenburg, Caruso Banyas, Walker, Freund, J. Iannuzzi, Beard, DeMartiliere, Rheumbling, Iannuzzi, Bruno, Ketchel, Olivo, Combs, Garbe, Westphal, King, Schetler, Fabritus.

ATTEND SHRINE CIRCUS

"Twenty-five boys, members of the local Columbus Cadet unit sponsored by the Knights of Columbus were guests at the Shriners' Circus for the benefit of crippled children in Philadelphia on Friday evening of last week. They were in charge of a group of Knights who enjoyed the show as much as the boys.

CHRISTMAS SEALS SOLD BY DIRECT MAIL ONLY

Officers of the Burlington County Tuberculosis League announced this week that in the forthcoming campaign for funds, Christmas Seals will not be sold by individuals or organizations. They will be delivered to homes in the county on December first by direct mail only.

This statement was made for the benefit of a number of families who have complained that in past drives, in addition to the Seals received by mail, they have been canvassed at their doors.

No one is authorized to sell Seals from door to door. Christmas Seals will be mailed early only to those business offices and industries where it is the policy to affix Seals to statements sent out on the first of the month. All other Seals will be mailed on November 30th.

The only solicitation permitted is a plea sent this month to clubs and organized groups asking for a donation to help in the health activities carried on by the League. This is in the form of a letter addressed to secretaries which, it is hoped, will be considered by the various clubs. Donations from individuals will, of course, be gratefully accepted, as in years past.

ENGAGED

Mr. and Mrs. Harvey L. Hirst, of Main street, announce the engagement of their daughter, Mildred B. Hirst, to Alfred M. Elwell, Jr., son of Dr. and Mrs. Alfred M. Elwell, of Camden.

No date has been set for the wedding.

ENDORSES SEAL SALE

The Board of Chosen Freeholders of Burlington County endorsed the approaching campaign for the sale of Christmas Seals in a letter received by the Burlington County Tuberculosis League this week.

The letter states that the Freeholders unanimously passed a motion approving the accomplishments and aims of the Tuberculosis League, and urges public support of the annual campaign for funds.

We don't blame the King of Belgium and Queen of Holland for making peace proposals. If we lived in either of those two little countries we would be heartily in favor of peace, too.

Christmas buying is expected to start early this year due to Thanksgiving having been moved forward a week. Holiday stocks will make their appearance here within a few days.

Thanksgiving BAKERY Treats

Free Delivery between 9 a.m. and 1 p.m. Thanksgiving Day to bring you
DELICIOUS FRESH BAKED
Pumpkin and Mince Pies
HOT ROLLS - CAKES - COOKIES
for your THANKSGIVING DINNER and top it off with
Koerner's HOME MADE ICE CREAM

KOERNER'S BAKERY
307 E. Broad St., Palmyra—Open 'til 1 o'clock Thanksgiving Day
Main Store 3623 Westfield Ave., Camden—Open All Day
ORDER NOW ! Phone Riv. 1503 - Camden 2492

Electric Rate Reductions

Will Save Consumers More Than $1,100,000 Annually

As a result of negotiations started several months ago between the Public Utilities Commission and Public Service Electric and Gas Company, electric rate reductions have been agreed upon that will amount to

A Saving of $1,100,700 Yearly
(based on estimated sales for the year 1939)

The reductions will apply to Residential Customers, to Commercial and General Customers and for Street Lighting Service.

The new rates will become effective with bills rendered in the regular course of business on and after January 1, 1940, covering consumption from December 1939 meter readings. In the case of Street Lighting Service the rate revision will become effective with bills rendered for that service for the month of January.

In arriving at the new rates, the company agreed to eliminate the 6 cents per kilowatt hour first step in the present schedule and lower the rate to a 5 cent step after the initial minimum charge of $1.00 which includes the use of eleven kilowatt hours of service.

After the 5 cent step, as the quantity of electricity used monthly by each customer increases, the rate per kilowatt hour is decreased by successive steps.

In keeping with the company's policy of lowering rates when possible, this is the tenth reduction made since January 1929.

PUBLIC SERVICE ELECTRIC AND GAS COMPANY

A-7218

Thanksgiving Dinner . . .

A WHIFF of browned turkey, the aroma of hot mince pie—the traditional Thanksgiving dinner is being prepared!

Here are recipes for an old-fashioned Thanksgiving dinner to be cooked in the new-fashioned manner (by time and temperature).

A HOLIDAY DINNER

Roast turkey
Stuffing Giblet Gravy
Celery Hearts Carrot Curls
Bread and Butter Pickles
Stuffed Olives Paprika Onions
Potato Puff
Buttered String Beans
Molded Cranberry Salad
Hot Rolls
Pumpkin Pie Mince Pie
Coffee

Roast Turkey

Singe, wash and wipe turkey with a damp cloth. Slip back the skin from the neck and cut it off close to the body. Sprinkle salt into cavity and fill with dressing. Truss the turkey and place breast up, on a rack in a shallow uncovered pan. Rub thoroughly with unsalted shortening. No cover or basting is necessary during the roasting. However, a tent may be made of brown paper. Grease both sides with unsalted shortening and place over turkey after first hour of roasting.

Roast for the entire length of time at 300 degrees, allowing:

20-23 minutes per lb. for 6-10 lb. birds
18-20 minutes per lb. for 10-15 lb. birds
15-18 minutes per lb. for 15-25 lb. birds

NOTE:—The turkey may be stuffed the day before roasting. It may also be roasted two-thirds done on one day and finished just before serving.

Standard Dressing

1½ lb. loaf bread, stale (12 cups bread crumbs)
½ lb. butter
1 tsp. salt
¼ tsp. white pepper
¼ cup minced onion

Remove crusts and cut bread into one inch cubes or crumb. Melt butter and combine with all the other ingredients. Mix well. This is sufficient for a 12-16 lb. turkey.

Honey Pumpkin Pie

1½ cups steamed pumpkin
¾ or 1 cup honey
1 tsp. cinnamon
½ tsp. ginger
½ tsp. salt
3 eggs
1 cup milk
½ cup cream or
½ cup evaporated milk

Mix ingredients in order given. Pour filling into pastry-lined pie plate (nine inch) and bake at 475 degrees for thirty to forty minutes or until a silver knife inserted into center of filling comes out clean. Serve with honey drizzled whipped cream.

NOTE:—One cup honey makes a very rich pie.

WILSON HANDS LOCALS REVERSE

Palmyra Takes 26-0 Beating at Camden Saturday; Rams Also Lose

Palmyra, taking no chances on the Thanksgiving Day game with Riverside, did not put on the pressure against Woodrow Wilson last Saturday afternoon at Camden, the result being that the opposition romped off with a 26-0 decision.

Riverside, the Turkey Day enemy, also apparently conserved energy, being on the short end of a 13-0 count in the tilt with Haddon Heights.

Just in case comparative scores might have a significance, the Red and White took a 13-2 setback from the Heighters. This information doubtless clears up the situation no end.

Palmyra, using full strength, held the enemy scoreless in the first half but the second and third string, injected into the fray during the final periods were unable to keep up the good work.

Coach Dimond wisely conserved his power for Riverside.

First Half Scoreless

Palmyra managed to hold the enemy scoreless during the first half, while staging a series of drives on their own part. These, however, came to naught, whether the Wilsonites bracced.

The first local threat started when Brewster took the oval on his own 40 and dashed to the opposition 45. Deitz picked up 2 and O'Neill, on the next play lugged the pigskin to the 33. Durgin got 3 more, but the Dimondmen could get no further.

Scoring Starts

Wilson tabbed their first touchdown shortly after the second half opened.

This was followed by three others in the final quarter when the local contingent was seriously weakened by replacements.

An intercepted aerial accounted for one score, while the others came as a result of a passing attack and several lengthy jaunts. Two conversions were made good.

First downs were five for Palmyra and 10 for the opposition. The Red and White really staged a fine defensive battle until the last quarter.

Brewster and Stickle stood out in the backfield for Palmyra as both kept the locals going with several long gallops. Liberi, Lord, McDermott starred on the line.

Lineup

Palmyra		Wilson
Keen	LE	Bunalski
Lord	LT	Pitch
Broemme	LG	Ardire
Washington	C	Rulli
Liberi	RG	Wilkinson
Calhoun	RT	Kreps
McDermott	RE	Selby
Deitz	QB	Keating
Brewster	LH	Laird
O'Neil	RH	Washman
Durgin	FB	Skolski

Score by periods—

Palmyra	0	0	0	0	0
Wilson	0	0	6	20	26

Referee—Taylor.
Umpire—Schaffer.
Headlinesman—Soistman.
Substitutions — Palmyra, Stickel, Trotta, Carhart, Mitchell, Calhoun, Faunce, Gromme, Villari, Austin, Lane, Hoff.
Wilson—Jeanette, Wilkinson; Liss, Pepe, Smith.

RIFLE CLUB

The Y.M.C.A. rifle club has been organized for the year and officers elected. They are captain, Richard Deemer; treasurer, Robert Yerkes. A committee has been appointed to draw up a constitution. At a later meeting the name, Musketeer Rifle Club, was decided upon and new member were voted in. They were: Richard Brown and Garth Redman. The other members are James Brown and Arthur Burton. L. B. Parker is the instructor.

—Publicity Manager.

Westfield Friends' School

Many interesting activities were culminated with the closing of Book Week on Friday, November 17. The library committee, consisting of representatives from the third, fourth, fifth and sixth grades and assisted by Miss White, instituted the system to be used in the library this year. An original play was given, showng how the library can be used and how the system works.

—o—

The latest edition of the Britannica Junior Encyclopedia was presented to the school and, from the intense interest shown in these volumes immediately, it would seem that they will be an invaluable asset.

—o—

Th second and third grades completed and presented their findings on animals throughout the world. Not only was it obvious that they had learned much concerning the living habits of animals due to their environment, but also, the part books play in finding this material.

—o—

The exhibit and explanation of children's books given by Miss Cadwallader on Thursday afternoon was received with much enthusiasm by many patrons and friends. Miss Cadwallader not only proved her understanding of children's books but children as well, which gave her remarks genuine meaning.

The school, wishes to thank the committee who served as hostesses for this occasion.

—o—

The Friends Yearly Committee on Education spent Thursday visiting the various classes in the school.

—o—

On Wednesday, November 22, at 11 o'clock, the school will present a program for the guests at the Cinnaminson Home at the Home. Parents and friends are invited.

—o—

The school session will close for the Thanksgiving holidays at the regular time on Wednesday, November 22, and resume classes on Monday, November 27.

CARD PARTY

The Delaware Fire Company No. 2 wishes to announce a Card and Game Party on Saturday, November 25th. Admission 25 cents.

ORDER NOW
Christmas Cards
50 for $1
with Your Name Imprinted
GIFT WRAPPINGS
●
SPINNING WHEEL GIFT SHOP
Open Every Evening Except Wed.

BUSINESS PRINTING
For Every Purpose
● STATIONERY
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For Complete Estimate and Layout Phone Riverton 712
The New Era, Inc.
RIVERTON

P.O.S. of A. NEWS

Arrangements are completed to stage one of the largest receptions held in recent years to our New State Officers. The list of invitations also includes officers of South Jersey counties.

We wish every member of Camp No. 23 would reserve Monday evenning, November 27th, as "Camp Night" and be on hand to share the pleasure of meeting with such a large number of our state and county officers at one time.

The program includes several orchestra selections by a group of prominent artists.

Refreshments, to be served by the caterer, promise to be something worth while.

The evening will be concluded with a door prize of a 12 pound turkey awarded to some lucky number holder.

—Reception Committee.

TURKEY WINNERS

The winners of the turkey raffle held by the American Legion Cadet Corps were: first prize, 20-lb turkey, Jean and Ed Faunce of 411 Seventh street, Riverton; second prize, 15-lb turkey to Ruth Frick, Main street, Bridgeboro; third prize, 12-lb turkey to Harry Barn, of Howard street, Riverside; fourth, 10-lb turkey to William Lissing, of 234 North Broadway, Gloucester, and fifth, 10-lb turkey to Jerry Kleman, of Hooker street, Riverside. The Legion cadets extend thanks to all those who cooperated in the affair.

Although universally condemned, gossip is universally practiced.

SAUER KRAUT SUPPER

A sauer-kraut supper will be given by the L. T. S. class of the Central Baptist Church, Saturday evening, November 25th, in the social hall of the church from 5.30 to 7.30 p.m.

A ticket to this supper will be 40 cents and can be purchased from any member of the class or they may be secured from Mrs. E. McLaughlin, of 411 Elm avenue, Riverton. The class will greatly appreciate all those who support them in this event.

FOR THANKSGIVING
KEMP'S
Salted Peanuts ..... lb 29c
Salted Nuts, lb 59c - 69c - 89c
Peanut Brittle ..... lb 25c
SUPPLEE
Ice Cream Forms
3 pt. Turkey $1.50
Thanksgiving Pie, 2 qt. $2
Individual FANCY FORMS assorted ..... doz. $2.40
24 Hours Notice Required
L. L. KEATING
Broad and Main Streets
RIVERTON

for Thanksgiving . . .

Your table will not be complete without a bouquet of flowers
●
Daily deliveries in Riverton and Palmyra
James E. Kenney
Florist
Phone Riverside 111

DON'T STOP ME NOW!

I'm on my way to get a ride in a
1940 FORD V-8

The NEW-FASHIONED CAR WITH 22 IMPORTANT IMPROVEMENTS
Ask Us to PROVE It's Now-Fashioned!
LESTER S. FORTNUM
119-125 West Broad Street, Palmyra, N. J.
Telephone Riverton 1180
FORD DEALERS OFFER LOW FINANCE RATES

PALMYRA

Earnest Senior, of Garfield avenue, underwent an appendicitis operation at the Zurbrugg Memorial Hospital on Friday night.

Mr. and Mrs. Paul Githins, and daughter Mary Jo, of Moorestown, are residing on Melrose avenue, having purchased the Roysten Engle property.

Among those attending the Publicity Luncheon of the Parent-Teacher Association at Medford Lakes Lodge on Thursday of last week were, Mrs. John C. Hoepfner, president of the Palmyra Association and Mrs. James M. Weart.

Mrs. Eleanor Showers, of Germantown, visited Mr. and Mrs. C. W. Rudolph, of Washington avenue.

Mr. and Mrs. Robert Blackburne, of Lyndhurst, New Jersey, will spend Thanksgiving with Mr. and Mrs. Leonard R. Baker, and family of Garfield avenue.

Mr. and Mrs. John Moffitt, of Lincoln avenue, will hold a family reunion on Thanksgiving Day.

Mr. and Mrs. Earl Naylor, and family of Burlington, spent Sunday as the guests of Mr. and Mrs. E. Roach, of Delaware avenue.

Miss Rose Atkinson, of 316 West Broad street, was the winner of last week in Shulman's Merchandise club.

Mrs. Etta Clark, of Harrison street, will spend the holidays in Vineland with friends.

Several members of the O. E. S. were present at the official meeting of the district deputy at the Merchantville chapter on last Friday evening.

Mrs. Elizabeth Evaul, of Harrison street, spent Sunday visiting relatives in Washington, D. C.

The Sacred Heart P.T.A. will hold a food sale on Thursday, November 30th, in the school auditorium. Mrs. Edward Faunce, is chairlady for this sale.

Mr. and Mrs. Frank Rue, of Morgan avenue, will spend Thursday with Mr. and Mrs. Fredricks, of Cranford.

WANT-ADS

LOST AND FOUND—RENTS—SALES
HELP WANTED
CLASSIFIED ADVERTISEMENTS
Rate 10c Per Line
(Lines Average 6 Words)
Minimum Charge 30c for Each Ad
Phone 712

SALE: 1937 Terraplane 2-door sedan, original paint, new rubber, one owner, heat and music, a real family car. $160 down and $21.60 a month for 18 months. "Jack" Dawley, Inc., 10 Broad St., Riverton. Phone 1212.

RENT: Two room studio apartment, furnished. Inquire 405 Main street, Riverton.

SALE: 1938 Plymouth de luxe coupe, 23,000 actual miles, one owner, original paint. $175 down, $23.55 a month for 18 months. "Jack" Dawley, Inc., 10 Broad St., Riverton. Phone 1212.

SALE: 7 shares Cinnaminson Bank stock, sacrifice immediately to settle estate. Write Box R, New Era. 10-5-tf

SALE: Dining room furniture. Write Box "R" New Era. 10-12-tf

SALE: 1937 De Soto deluxe Tudor Sedan. One owner and in perfect shape. $180 down, $23.87 a month for 18 months. "Jack" Dawley, Inc., 10 Broad St., Riverton. Phone 1212.

MEN YOU CAN MAKE from $40 to $60 per week right here in Palmyra and Riverton if you are both willing to work and willing to learn. This opening is with an established local firm. The position calls for a man willing to work long hours—a man who will follow instructions and has at least the equivalent of a high school education. This is a selling proposition of products of proved merit. Apply by letter giving complete history, stating education, etc. Previous selling experience not essential. Write Box "X" The New Era Office, Riverton, N. J.

AT FOX RIVERSIDE, SUNDAY AND MONDAY

Alice Faye as one of the Mack Sennett Girls in "Hollywood Cavalcade" with Don Ameche which plays at the Fox Theatre, Riverside, Sunday and Monday, November 26 - 27.

MAIN ST. MARKET

WALD and CARHART, Props.
528 MAIN STREET
Next to Chew's Bakery
RIVERTON
Phone 904 FREE DELIVERY

Full Value
for your FOOD DIMES and DOLLARS when you buy QUALITY FOODS at our complete Food Market.

AND REMEMBER . . .
here you get the personal attention and courteous service that only an individually owned store can give you, together with prompt and efficient free delivery service.

KELLOGG'S CRANBERRY SAUCE 17-oz. can 2 for 27c
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SPORTS JOTTINGS

All roads will lead to Palmyra High School's new stadium for the Turkey Day clash with Riverside and the dedication of the new athletic plant. Arrangements have been made to handle a capacity crowd which is expected to number 5,000 to 8,000.

—o—

Local fans well remember the classic last year, when Palmyra, staving off a last-minute Riverside rally, won the affair by a 7-6 score. The tilt was played in a driving wind that chilled spectators to the marrow. Hopes are expressed that better conditions will prevail this year.

—o—

Palmyra's new uniforms, to be worn if the field in dry, are most attractive. The pants are brown, with red stripe and the jerseys red with white arm bands. The effect makes the players look much heavier than when attired in the old regalia.

—o—

Riverside has a lightweight member of the team, Unley tipping the beam at only 109. Perhaps he is given the ball and then thrown with it in sort of a double-barrelled forward pass affair.

HE IS AN AMERICAN

He is an American.
He hears an airplane overhead, and if he looks up at all does so in curiosity, neither in fear nor in the hope of seeing a protector.
His wife goes marketing, and her purchases are limited by her needs, her budget, but not by decree.
He comes home of an evening through streets which are well lighted, not dimly in blue.
He read his newspaper and knows that what it says is not concocted by a bureau, but an honest, untrammeled effort to present the truth.
He has never had a gas mask on.
He has never been in a bomb-proof shelter.
His military training, an R.O.T.C. course in college, he took because it excused him from the gym course, and it was not compulsory.
He belongs to such fraternal organizations and clubs as he wishes.
He adheres to a political party to the extent that he desires—the dominant one, if that be his choice, but with the distinct reservation that he may criticize any of its policies with all the vigor which to him seems proper—any other as his convictions dictate, even, if it be his decision, one which holds that the theory of government of the country is wrong and should be scrapped.
He does nnot believe, if his party is out of power, that the only way in which it can come into power is through a bloody revolution.
He converses with friends, even with chance acquaintances, expressing freely his opinion on any subject, without fear.
He does not believe, if his party opened between posting and receipt, nor his telephone to be tapped.
He changes his place of dwelling, and does not report so doing to the police.
He has not registered with the police.
He carries an identification card only in case he should be the victim of a traffic accident.
He thinks of his neighbors across international borders—of those to the north as though they were across a state line, rather than as foreigners—of those to the south as strangers since they speak a language different from his, and with the knowledge that there are now matters of difference between his government and theirs, but of neither with an expectancy of war.
He worships GOD in the fashion of his choice.
His children are with him in his home, neither removed to a place of greater safety, if young, nor, if older, ordered ready to serve the state with sacrifice of limb or life.
He has his problems, his troubles, his uncertainties, but all others are not over-shadowed by the imminence of battle and sudden death.
He should struggle to preserve his Americanism with its priceless privileges.
He is a fortunate man.
He is an American.
—New York Sun.

BIG WRESTLING CARD THURSDAY

A delectable turkey dish in the form of a wrestling show will be served the public in the Camden Armory, Thursday (Thanksgiving) with all the trimmings. The dish that will be offered by the Hanly brothers is something that will have everyody talking and if you don't think so, then glance over the entire program and be convinced.

Brawlers of the first magnitude will top the night's proceedings for it is a return match between those two tough hombres Dynamite Joe Cox, Missouri Blaster and Strangler Bob Wagner, rough and tough New Yorker.

Two Ton Bibber McCoy a prominent figure in last week's brawl between Cox and Wagner will be seen in the semi-final when he takes on Tom Casey, of Ireland, in a match limited to one fall with a half hour time limit. If records can speak for itself, then fireworks are due in this battle. Rowdy Rudy Dusek returns for more action in the third encounter and his opponent, Gino Vagnonne, popular redheaded Italian, will be maknig his seasonal bow. Stanley Pinto, another familiar face to drillshed fans, will also make his season debut when he clashes with Rudy Strongberg, strong German matador, in the second preliminary of 30 minutes, while Wendy Black will be seen trying for his second win in his scheduled fracas with Emil Dusek, of Nebraska, also caredr for 30 minutes.

FRUIT GROWERS TO MEET DEC. 5

Garden State fruit and vegetable growers will gather in Atlantic City to hear talks by agricultural authorities and discuss production and marketing problems at the annual meeting of the New Jersey State Horticultural Society December 5, 6 and 7, A. J. Farley, secretary of the association, announced this week.

The meeting will open with a general session Tuesday morning at 10.30 o'clock, when Dr. E. C. Johnson, chief of the Economic and Credit Research Division of the Farm Credit Administration will speak on the relation of economic conditions to financing experiences in different fruit and vegetable growing areas.

Speakers

At another such session Wednesday afternoon, growers will hear Dr. Emil Truog, professor of soils at the University of Wisconsin and world authority on soil problems, who will speak on "Some Fundamental Principles of Soil Management." Other speakers at this session will include New Jersey State Secretary of Agriculture W. H. Allen, Dr. Porter R. Taylor chief of the general crops section of the Agricultural Adjustment Administration, and Lawrence J. Smith, South River, who is president of the Association. Special separate sessions will be held for fruit growers and vegetable producers at various times during the meeting.

Dr. Truog will give a second talk on Thursday afternoon especially for tomato growers. Other speakers scheduled for this year's meeting include Dr. W. S. Hough, entomologist at the Winchester Research Laboratory, Winchester, Va., E. M. Mills, assistant biologist of the U. S. Department of Interior, New Brunswick; Frank L. Stark, Jr., of Cornell University, Dr. J. B. Demaree, principal pathologist of the U. S. Department of Agriculture, Washington, D. C., Dr. J. B. Hester, soil technologist of Campbell Soup Company, Camden; and a number of other representatives of the State and Federal departments of agriculture, New Jersey growers and members of the New Jersey College of Agriculture and Experiment Station staff of Rutgers University.

The sessions will be held in Haddon Hall and will be open to all New Jersey fruit and vegetable growers.

BARCLAY ON ASSEMBLY

Richard M. Barclay, son of Mrs. Richard D. Barclay, of 205 Lippincott avenue, Riverton, a senior at Middlebury College, is one of nine representatives from Hepburn Hall selected to membership in the Men's Student Assembly.

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Undergraduate Asse

Barclay, graduate
town, N. J., High Sc
ber of the college
having served on fi
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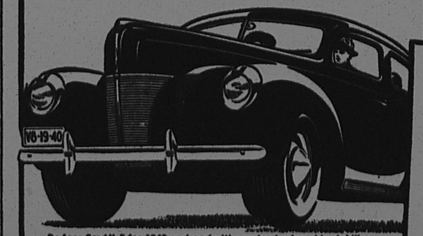

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...w can you make chil... ...en they are cross?

...E. G. Osborne of ...ge, Columbia Univer... ...his point: "As with so ... of child behaviour ...ms there is no simple ... question. Perhaps ... is due to incipient ill... ...atigue. If so, rest or ... away from the stim... ...ce is important. Or the ...be feeling guilty or dis... ...ance of something he has ...without pressure we can ...express what it is that ...r him, he will usually 'be... ...f again.'"

Often, however, Dr. Os... ..."cross behaviour is the ...thwarting or interference ...child's wish or activities. He ...that his parents do not really ...that he is being treated ... or that he cannot have or ...thing that others have or ...l this sort of thing is natural. ...r job as parents is to help clear ...unnecessary obstacles to our ...ngsters' happiness or to help ...understand and accept unavoid... ...restrictions.

...ne good thing to keep in mind ...t making crossness with cross... ...s rarely effective. And seldom ...one 'have it out' at the time ...cross behaviour is being shown ...child. After the immediate ...has quieted down one ...re likely to get at the ...to gain the cooperation ...n plans to avoid future ...

—o—

...Is enrollment in ele... ...ools declining?

...es. Because of the falling ...lementary school enroll... ...ed 4.2 per cent from the ...278,593 in 1930 to 20,392,... ..., the last date for which ...igures are available. The ...continuing, and it is esti... ...t there will be almost ...ewer children in elemen... ...s in 1940 than there were ...n the other hand, enroll... ...h schools are increasing. ...How many children in ...ter from impaired hear...

...According to the New ...e for the Hard of Hear... ...4 to 6 per cent of the ...ulation is hard of hearing, ...1,500,000 school children. ...mates place the figure as ...00,000 suffering from some ...earing impairment. The ...is probably due to the ...the larger estimates in... ...s with only slightly im... ...ring.

...y important that all cases ...d hearing among school ...e discovered as early as ... In most of the cases the ...n be arrested and deaf... ...ented if prompt remedial ...taken.

—o—

...: How can one develop ...ure?

Good posture varies with ...idual. Because people are ...t in type of build and other ...haracteristics, there is no ...dard way for standing or ...r walking. There are, how... ...rtain general rules which ...educators have found con... ...good posture.

...d, neck, trunk and legs ...be as nearly above one an... ...possible in order that mus... ...ain may be reduced and the ...d, while erect, may be as re... ...possible.

...head should be held as ...is possible without strain. ...the body kept in this erect ...poised position, the muscles ...

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should be as relaxed as is consistent with this posture.

The feet should not point too much outward. Weight should be borne through the middle of the foot, and the foot protected from strain on the inner side.

Strained and extreme positions should be avoided. The purpose of posture training is to develop a natural and efficient carriage. Unnatural positions, awkward and causing fatigue, do not help the development of good posture habits.

—o—

Question: Should pupils in high school be promoted annually or semi-annually?

Reply: In a study of 424 high schools conducted by Dr. Will French, of Teachers College, Columbia University, it was found that the semi-annual plan of promotion, as typically administered, was little if any better than annual promotion. Introduced to promote greater flexibility and adaptability to a student's needs and qualifications, the semi-annual plan, it was found, not only failed to do this but also introduced evils of its own. The typical student merely got promoted twice as much in making the same progress as under annual promotion, and the semi-annual plan introduced extra administrative duties without showing a proportionate improvement in results. Moreover, it was found that usually mid-year entrants and graduates did not receive as much educational opportunity as those entering in the fall and graduating in the spring.

Differently administered and with greater attention to individual students, the semi-annual plan might show the advantages claimed for it. As it is, the results are about the same as for annual promotion but with much greater administrative complexity.

Overall sales up 200 per cent—headline. This is perhaps the most significant fashion note since 1929.—Indianapolis News.

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IN CHANCERY OF NEW JERSEY

To Harry J. Wills, Nettie Wainright Wills, his wife, Florence Hurst Margerum, Ralph Margerum, her husband, Anna Hurst Ayres, Edward Ayres, her husband, and Robert Hurst, a minor:

By virtue of an order of the Court of Chancery of the State of New Jersey made on the date hereof, in a cause wherein The Township of Cinnaminson in the County of Burlington is complainant, and Clayton Coles and others are defendants, you are required to appear, plead, answer and demur to the bill of the said complainant on or before the twenty-first day of December, 1939, or the said bill will be taken as confessed against you.

The said bill is filed to foreclose a certain tax sale certificate made by Joseph E. Keating, Collector of Taxes of the Township of Cinnaminson, to said Township of Cinnaminson, dated November 23, 1935, and recorded at Mt. Holly, New Jersey, in the office of the Clerk of the County of Burlington, in Book 381 of Mortgages, on page 1 &c., covering lands in said Township described as "65 Acres" and assessed to Anna Bowker Est. on the tax duplicate of said Township.

And you, Harry J. Wills, Florence Hurst Margerum, Anna Hurst Ayres, and Robert Hurst, a minor, are made defendants because it is alleged in said bill that you, respectively, are the owners of an undivided interest or interests in and to the said land and premises;

And you, Nettie Wainright Wills, are made a defendant because it is alleged in said bill that you are the wife of the said Harry J. Wills;

And you, Ralph Margerum and Edward Ayres, are made defendants because it is alleged in said bill that you are the husbands, respectively, of the said Florence Hurst Margerum and Anna Hurst Ayres;

And all of you are, respectively, made defendants to the said suit, for the further reason, as alleged in the said bill, that any interest which you severally and respectively may have in said land and premises is subject to the said tax sale certificate of the said complainant.

WALTER CARSON,
Solicitor of Complainant,
West Jersey Trust Building,
Camden, New Jersey

Dated: October 20, 1939.

LONG SERVICE OF P. S. EMPLOYEES

In these days when there is so much discussion about insecurity of employment among men over 40, it is interesting to note that of the approximately 20,000 employees of Public Service Corporation of New Jersey and subsidiary companies 8,832 (approximately 42 per cent of those on the payroll) are 40 years of age or older.

Figures relative to the length of service of this company's employees are further illuminating in this connection. Nearly 1,000 have been in continuous employment of Public Service and predecessor companies (the Corporation was formed in 1903) 25 to 29 years; 630 have been in continuous service, 30 to 39 years; 100 in continuous service, 40 to 49 years and seven men have completed more than 50 years of continuous service.

Gold Badges

Gold badges, emblematic of 25 years service with the company, have been presented to 2,890 employees. Of these, 1,712 are in active service, 515 have retired on pensions and 663 have died. On January 28, 1925, when the plan of presenting the gold badge as an insignia of twenty-five years employment was inaugurated, more than 700 employees were given this service award in the auditorium of the company's Newark Terminal Building.

Diamond-studded gold badges, in recognition of fifty years service, have been awarded seventeen employees, seven of whom are in active service; seven are retired on pensions and three are deceased.

LECTURE

A free lecture on Christian Science entitled "Christian Science: The Science of Christian Healing" will be given by Dr. John R. Carr, C.S., of Philadelphia. Dr. Carr is a member of the Board of Lectureship of the Mother Church, The First Church of Christ, Scientist, in Boston.

The affair is under the auspices of First Church of Christ, Scientist, of Moorestown, in the Moorestown High School, Second and Church Streets, Moorestown, Tuesday Evening, November 28th, 1939, at 8.00 o'clock. The public is cordially invited to attend.

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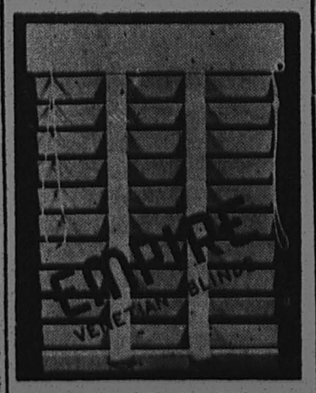

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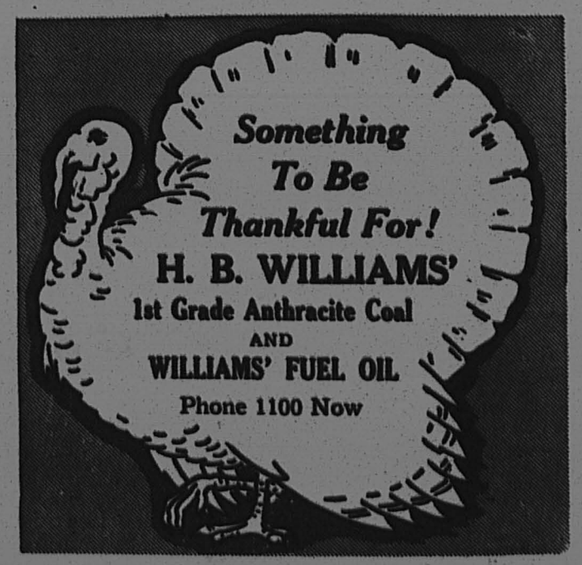

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Published Every Thursday at 620 Main Street

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Dies Committee

...cording to Representative Martin Dies, of Texas, Chair- ...of the Congressional Committee investigating subversive ...ties in the United States, the committee will ask for a year's ...sion of its life and not two years as was originally stated. ...statement of Mr. Dies that the committee should be ex- ...d for another 12 months is a very modest and salutary one. ...e from the way matters are now developing in the United ...and from the amount of propaganda being fired at the ...States from all sides, including the inside, there are a great ...people who believe that the Dies Committee should be ...permanent institution.

...committee will ask for $100,000 to finance another year's ...Up to this time the committee has expended $125,000 and ...it has been worth a great deal more than this in view ...fact that it has served to arouse public opinion to the ...which now confront us.

...t now we are being warned from all sides that we are ...o be deluged with foreign propaganda. It is said that ...rganizations for this purpose are already getting under ...There will be efforts to draw us into war on the side of ...on the theory that we will be fighting for humanity and democracy, and other efforts to win sympathetic neutrality for Germany on the theory that it is only now seeking to do what Great Britain and France have been doing for the last 250 years.

...e part to be remembered is that the people of the United ...want above everything to keep out of the present European ...In order to do this they must get a clear vision of what ...n and just what attempts are being made by foreign in- ...ts to get us involved on one side or another.

...e Dies Committee with its present set-up is well equipped ...work. It has pointed out the seriousness of the totalitarian ...being made in the United States. It can just as easily ex- ...reign propaganda in this era of war hysteria.

...e can also expect a quickening of efforts in the United ...to destroy our present system of government as the reds ...ir fellow travelers are always quick to take advantage of ...n. All in all the Dies Committee in action next year will ...th more than $100,000 to the taxpayers of the United ...Efforts to discontinue it will lay open to suspicion those ...d in smothering it on the theory that they may be in ...hy with totalitarian or international activities in the ...States.

War Boom

...financial writers on our metropolitan newspapers point out ...t that the leaders of America's great industrial machinery ...now preparing to gear it for war-time production. They are ...ing a big step up in operation of steel, machine tools, air ...and other important industries and are pointing with special ...to the pickup of car loadings. It is said that the October ...for industrial building totaled $50,00,000 against $13,000,- ...October 1938. This is the largest amount since the 1929 ...

...steel industry is now operating at the highest rate since ...There is a general pick-up in business and encourage- ...everywhere.

...be hoped that we will get a real business revival as ...ne after all these painful years of higher taxes and ...employment. It should be remembered, however, that ...prosperity is apt to have a terrific kick-back. Most peo- ...remember what happened during World War days. Con- ...are different now. Credit will not be obtained so easily ...warring nations. However, if there is any great expansion ...uctive capacity based on war business we can expect an ...collapse. This is no pessimism—it is common sense. ...had two or three shots in the arm based on government spending in the United States. Government spending European powers for destructive implements of war is only another shot in the arm and the reaction is liable to be more severe than in the case of our own efforts.

While many are predicting a long war, peace may come at any moment. There, of course, is not much we can do about it. So long as our American firms can get business abroad they are going to take it and it is difficult to blame them because they have some long, hard, lean years behind them. Yet they should go ahead with the greatest caution and the little fellow should proceed with even greater caution. Now is no time to get head over heels in debt in hope that one may eventually get rich through war-time prosperity.

Remember reading about how the beautiful Cleopatra used to float up and down the Nile in a barge. But that, of course, was in the days before submarine warfare.

President Wilson said early in the last European war that we were too proud to fight. Let's hope this time that we are too smart to fight.

Paris announces the perfecting of a new lipstick for war-time purposes. We presume this comes under the heading of improvements in camouflage.

Science gives us glass eyes, false teeth, wooden legs and wigs. Unfortunately however it cannot provide mankind with another set of brains.

When you hear a man say "business is business," it is ten to one that he has just cheated someone.—Minneapolis Messenger.

ABOUT THE COUNTY

Thirty Killed

Burlington County's twenty-ninth and thirtieth motor vehicle fatalities for 1939 occurred last week. They were:

William J. Andrews, 54, of 1501 Pine street, Philadelphia, an orderly at the Burlington County Hospital for insane, and

Joseph L. Nack, 53, of Hainesport.

Tribute was paid to Miss Elizabeth R. Cowperthwait, prominent Medford educator, at the sixth annual banquet of the Burlington County Teachers' Association held at the First Methodist Church, Mt. Holly, last week. Miss Cowperthwait who recently retired as principal of the Medford school and who has been active in teachers' association work, was the guest of honor at the banquet.

As a part of the affair, the annual business meeting of the association was held and Harold E. Marple, member of the Pemberton High School faculty, was elected president to succeed Miss Anna T. Burr, of Bordentown.

—o—

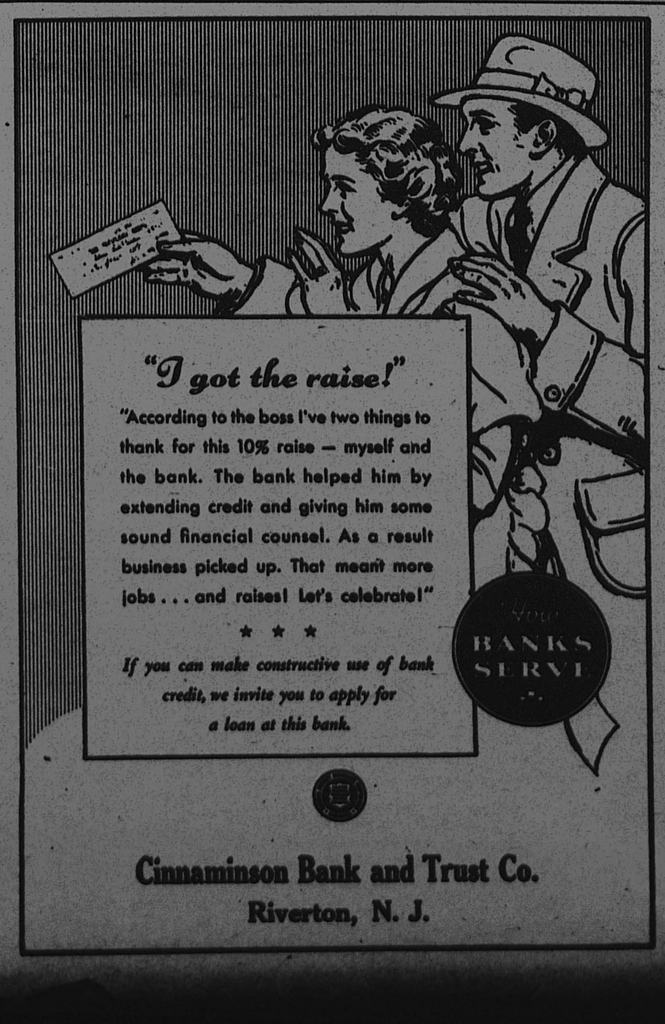
Guy Doron, of Medford, county commander of the American Legion, was a speaker at the annual banquet of the American Legion Auxiliary of Burlington county, held at the First Baptist Church, Burlington, last week.

—o—

The fifth degree was conferred on 26 candidates at a special meeting of the Burlington County Pomona Grange at Medford last week. Prizes given by the Pomona home economics committee for the best reports on the year's work of the subordinate home economics committees were awarded as follows: First, Burlington; second, Columbus; third, Moorestown; fourth, Marlton; fifth, Vincentown; sixth, Medford, and seventh, Croswicks. The Rancocas Grange received a picture, and Wrightstown and Pemberton Granges were given flower vases.

—o—

While husking corn on the George Lippincott farm, near Marlton, Frederick Webb, 48, colored of Marlton, was accidentally shot by a gunner. Webb was one of four victims of gunning accidents on the opening day of the season to receive treatment at the Burlington County Hospital.



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OBITUARIES

BRUCE GOLDY

Bruce Goldy, infant son of Mr. and Mrs. Elijah Goldy, of Moorestown Road, died on Thursday, November 16.

Funeral services were held on Saturday at 11 a.m., the Rev. Scarborough, of Asbury M. E. Church, officiating.

Interment was made in Asbury M. E. Cemetery.

PETER VOLPE

Peter Volpe, of 485 Front street, died on Friday, November 17.

Funeral services were held from his late residence on Monday, with mass at the Church of the Sacred Heart at 9 a.m.

Interment was made in St. Peter's Cemetery, Riverside.

CHORUS NUMBERS FORTY VOICES

(continued from page 1)

bringing into focus the musical interest and appreciation of a County-wide group. Second, the establishment of scholarship for musically talented young people from our own localities.

The first concert of the Foundation will be held in Riverton soon after Christmas. The program will include the Nativity recitatives, arias and choruses from Bach's "Christmas Oratorio" and Handel's "Messiah"; and a group of early English, French and Italian carols.

Eric Warnick is musical director and conductor of The Festival Foundation. Spencir Atkinson is assistant director and Mrs. Robert Morrison, accompanist.

The noblest mind is the best contentment has.—Edmund Spenser.

LOG of the UNITED STATES MARINES

Wore Powdered Hair

Powdered pigtails were once popular in the U. S. Marine Corps and every man appeared at dress parade or elsewhere with his hair neatly qued and whitened. Failure to conform to this practice would subject the offender to disciplinary action.

Such was the custom in Revolutionary times up until after the War of 1812, while during the intervening period the locks of the leathernecks glistened under a liberal sprinkling of flour.

Bluejackets, too, followed the seagoing fashion of the times, the American Navy adopting many of its customs from the British. Single twisted braids worn by sailors were tied with a bowknot at the neck, but were not powdered. Collars of the present-day naval uniforms are said to hark back to the time when they were first used to prevent soiling from pigtails.

No Flour

Sometimes the marine flour barrel was empty, causing much annoyance to officers of the Corps, some of whom complained to Headquarters that they had no flour to "powder the sentries"—a grave lapse in regulations at the beginning of the last century.

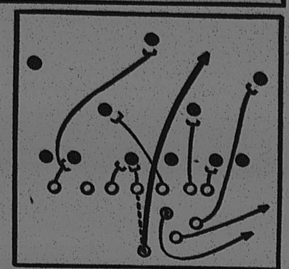
When the flour barrel failed on the U.S.S. Philadelphia in 1803, a marine lieutenant wrote to his commandant that he would be willing to buy the flour himself, but lacked the necessary cash. Numerous orders of the time direct that the hair shall be "powdered and queued."

Estimates computed in December, 1807, include 150.00 for "flour for hair powder," apparently considered a sufficient sum to keep the hair of approximately 1,000 enlisted men properly whitened.

Nowadays Marine Corps regulations require that the hair shall be closely trimmed around the edges and that it shall not be over two inches in length, while shaved necks are strictly taboo. Marine Corps barbers must ply their shears freely and keep the sea soldiers neatly shorn.

TOUCH-DOWN TACTICS

★ VILLANOVA COLLEGE . . . by M. J. Smith Head Football Coach ★



This is the third in a series of six outstanding diagram plays by leading college coaches from Grantland Rice's new Chics Service Football Guide.

THIS is the modified Notre Dame box formation with key back about 5½ to 6 yards back for running, passing and quick kicking. This maneuver has been very effective against aggressive defense linemen because of its passing semblance. The strongside guard and tackle split on the guard and pick off the two defensive fullbacks, allowing the defensive guard to chase the quarterback who is faking a pass. The quarterback (No. 2) must start back with the snap of the ball and the key back must fake giving him the ball as they pass each other. Weakside tackle traps strongside defensive guard; centre and guard move weakside guard, and key back (No. 4) breaks to the right across the line of scrimmage, with two men down field for final block offs. This fake pass and run up the middle is very useful as check play if your team is essentially a passing team.

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Oranges Juicy Florida dozen 15c

Famous 'Sweet Nut' Celery Fresh Crisp 2 large stalks 15c

Fancy Calif. Emperor Grapes 2 lbs 15c

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No. 1 Selected Sweet Potatoes 3 lbs 10c

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Cranberries Fresh, Sound, Red Ripe lb 15c

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No other day is truly more American than Thanksgiving Day, and on Thursday it will be celebrated throughout the length and breadth of this great land. Your neighborhood American Store is ready to serve you with every quality food need that will assure you the success of this joyous feast and at prices, too, that are very reasonable.

Pioneer Brand Fresh Killed TURKEYS lb 29c NONE PRICED HIGHER

The pick of the country's finest flocks. Young, plump, tender, meaty and of exceptionally fine flavor.

Cushman's Poultry Seasoning ½-oz pkg 5c; ASCO Toasted Bread Crumbs 10-oz pkg 5c; Sweet Marjoram Thyme, Sage pkg 5c; Fresh Opened Jersey Select Oysters dozen 15c

Cranberry Sauce 2 17-oz cans 19c

DOG-SWEETS Cranberry Sauce 2 17-oz cans 23c

Fresh Killed Chickens

STEWING lb 19c up to 3¼ lb Milk-Fed, Well Fattened

ROASTING lb 25c up to 4¼ lb Scientifically Fed - Full Meated

Ducklings Fancy Long Island lb 17c Celery-fed, young, tender, delicious

Genuine 1939 Spring LAMB SHOULDER Neck or Rack lb 15c

ASCO Pure Old-Fashioned Quality MINCE MEAT lb 15c Made of purest ingredients. Really different!

Fancy Full Cream Cheese lb 25c

ASCO Tomato Juice Cocktail 46-oz jar 15c

Del Monte Asparagus Tips No. 1 Square can 25c

ASCO Cut Red Beets 2 No. 2 cans 13c

ASCO Whole Stringless Beans 2 No. 2 cans 29c

ASCO Selected Tomatoes 2 No. 2 cans 19c

ASCO Stuffed Queen Olives 7-oz jar 29c

Duff's Ginger Bread Mix pkg 19c

Whitman's Marshmallow Whip 8-oz glass 12c

DOLE Pineapple Juice 2 15-oz cans 15c

Glenwood Grapefruit Hearts 2 No. 2 cans 19c

Sweet Potatoes can 10c

Fancy Mixed Nuts lb 18c

Large Walnuts lb 23c

Calif. Almonds lb 20c

Chocolates Assorted lb pkg 29c

Peppermint Patties lb pkg 18c

After Dinner Mints 8-oz pkg 8c

ASCO Bread Crumbs 15-oz can 8c

Glenwood Fancy Grapefruit Juice 4 No. 2 cans 25c

Fruit Cocktail Eversady No. 2½ can 20c

ASCO California Peaches 2 large No. 2½ cans 29c Halves or Slices of the Prime, Ripe Fruit in Rich Syrup

Gold Seal All-Purpose Family FLOUR 12-lb bag 33c; 5-lb bag 17c The Finest All-Purpose Family Flour Milled

Best Pure LARD 2 lbs 15c

PEAS ASCO Tiny Sifted Green Label 2 No. 2 cans 29c

CORN ASCO Fancy Quality 2 No. 2 cans 19c

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FRUIT CAKE Virginia Lee lb pkg 39c

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Church Notices

CENTRAL BAPTIST CHURCH

Rev. George Lockett, B.D., Pastor

A Union Thanksgiving Service will be held in the church on Thursday at 10 o'clock at which time Rev. Oliver W. Powers, pastor of Bethany Lutheran Church will deliver the Thanksgiving message. Everyone is invited.

The Alpha Gamma class of the Sunday school will present a play and fashion show in the Sunday school room on this Friday evening. A very unique program, filled with laughs. Come out and enjoy this evening.

If sour-krout strikes your fancy for a menu, your appetite will be quickened on Saturday evening when the L.T.S. class will serve a sour-krout supper in the social hall from 5.30 to 7.30 o'clock.

Church services for Sunday, November 2nd will be:

10.00 a.m.—Bible School. There is a class here for groups of all ages. If you are not affiliated with any church, you are most cordially invited to meet here.

11.15 a.m.—Morning worship. An uplifting sermon by the pastor and spiritual inspirational music by the choir.

6.45 p.m.—A group of young people of high school age meet in the Sunday School room at this hour every Sunday. If you are not one of them then far, why not come out?

7.45 p.m.—Evening worship. No less interesting in the evening worship. An inspiring song service—fine selections by the choir and always a helpful sermon by the pastor.

CHRISTIAN SCIENCE THANKSGIVING SERVICE

In gratitude to God for divine care and guidance during the past year, and in keeping with the Proclamation of the President of the United States, First Church of Christ, Scientist of Riverton, will hold its annual Thanksgiving service on Thursday at 11 a.m.

The service will include reading of the Proclamation, congregational singing of appropriate hymns, and a solo entitled, "Grateful, Oh, Lord, Am I."

The Golden Text for Thanksgiving Day is from Thessalonians 5:16-18, "Rejoice evermore. Pray without ceasing. In everything give thanks: for this is the will of God in Christ Jesus concerning you."

One Scriptural verse in the lesson-sermon is from Psalms 105:1, "O give thanks unto the Lord; call upon his name: make known his deeds among the people."

From "Science and Health with Key to the Scriptures" by Mary Baker Eddy, is this passage on Page 3, line 25: 'Gratitude is much more than verbal expression of thanks. Action expresses more gratitude than speech."

At the close of the readings an opportunity will be given to Christian Scientists to express thankfulness for healings received through Christian Science. The service will close with a benediction from the Bible: Revelation 7:12 "Blessing, and glory, and wisdom, and thanksgiving, and honor, and power, and might, be unto our God for ever and ever. Amen."

CHRISTIAN SCIENCE CHURCH

"Ancient and Modern Necromancy, alias Mesmerism and Hypnotism Denounced" is the subject of the lesson-sermon in all Churches of Christ, Scientist, on Sunday, November 26.

The Golden Text is: "When they shall say unto you, Seek unto them that have familiar spirits, and unto wizards that peep, and that mutter: should not a people seek unto their God?" (Isaiah 8:19).

Among the citations which comprise the Lesson-Sermon is the following from the Bible: "Hear ye the word which the Lord speaketh unto you, O house of Israel: Thus saith the Lord, Learn not the way of the heathen, and be not dismayed at the signs of heaven; for the heathen are dismayed at them. But the Lord is the true God, he is the living God, and an everlasting king:" (Jeremiah 10, 1, 10).

The Lesson-sermon also includes the following passage from the Christian Science textbook, "Science and Health with Key to the Scriptures" by Mary Baker Eddy: "The varied doctrines and theories presuppose life and intelligence to exist in matter are so many ancient and modern mythologies. Mystery, miracle, sin, and death will disappear when it becomes fairly understood that the divine Mind controls man and man has no Mind but God" (p. 319).

SACRED HEART CHURCH
Riverton, N. J.

Rev. John F. Welsh, Pastor
Rev. Vincent A. Luther, Asst Pastor

Sunday Masses—7.00 - 9.00 - 10.15.
Daily Masses—7.00 - 7.45.
Miraculous Medal Novena—Monday at 7.45.

The priests of the parish have about finished their work of taking up the parish census. If there are any people whose homes were missed it is suggested that these people report at the rectory on or before next Sunday.

All grammar and high school students who are to be Confirmed will report for rehearsal on Monday afternoon, November 20, at 3.45.

Rehearsal will be held next Sunday afternoon at 2.00 o'clock for all who are to be Confirmed, children as well as adults, together with their sponsors. It is most important that all the above named be on hand for these rehearsals.

The Sacrament of Confirmation will be administered by the Most Reverend Mosen E. Kiley, Bishop of Trenton, on Wednesday afternoon, November 29, at 2.30.

All adults who are to be confirmed will report at the rectory on Wednesday evening, November 22, at 7.30. It is necessary that all these be on hand for the instruction that will be given on that evening.

The classes of religious instruction being held on Friday afternoons are nicely attended. The same may be said for those conducted on Friday evenings for the high school children. However, there are some children who have not yet reported for these classes. Parents of these delinquent ones are urged to give some thought to the grave necessity of such instructions. In these days when a large part of the world is endeavoring to forget God, when some nations have resorted to the foulest means of erasing Him from memory, when morality has to a great part become something dependent upon human desire and expediency, it is a serious thing for parents and those in charge of children to see that these children are taught truth and decency. God must not be a mere memory. He must be something personal, a living reality in the orientation of our lives. Morality is not something that changes with the seasons. It is God's will and God's will doesn't change. Children are God's flowers and they will bloom into beauty only when cultivated. Parents are God's helpers in this and mighty important ones.

BETHANY EVANGELICAL LUTHERAN CHURCH
Rev. Oliver W. Powers, Pastor

All are cordially invited to attend the Thanksgiving Day services on Thursday at 10.00 a.m. at Central Baptist Church, the Rev. George Lockett, pastor. Mr. Powers will preach on the topic "Thanksgiving Day: A Day of Prayer."

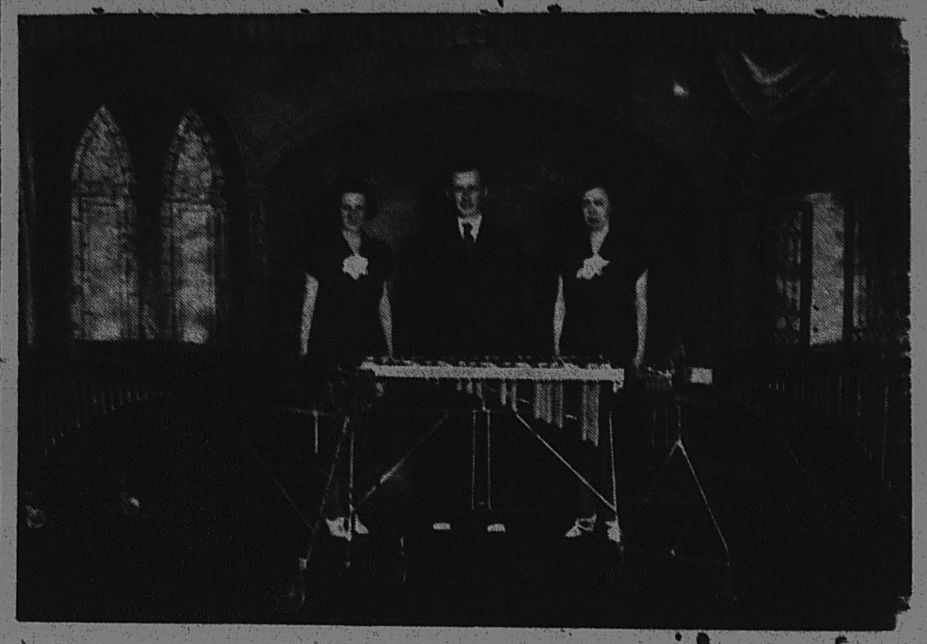
At Sunday vespers, 8.00 p.m. the congregation will be privileged to hear as preacher the Rev. Carl Yaeger. Mr. Yaeger has been engaged for several years in promoting the work of evangelism in the congregations of the United Lutheran Church in America. His theme will be "Witnesses."

At the chief service, 11.00 a.m. on Sunday, the pastor, the Rev. Oliver W. Powers will preach on the subject "Working Stewardship."

On Sunday afternoon and continuing through the week the annual every-member visitation of the congregation will be made by twenty-four men of the parish for subscriptions for the 1940 budget of the congregation.

Just as soon as we make a good resolution, we get into a situation which makes its observance unbearable.

THE PLACE MARIMBA TRIO OF SPRING CITY, PA.



Musicale feature at the Wesleyan Men's Bible Class Sunday morning, November 26th.

LANE — DUGGER

The marriage of Miss Dorothy Dugger, daughter of Mrs. Thomas Bentley Dugger, of Wilmington, Del., and the late Mr. Dugger, of Greenville, Tenn., to Nathan Lane, 3rd, of Riverton, took place at 4 o'clock on Saturday afternoon of last week in the Westminster Presbyterian Church, of Wilmington, the Rev. Dr. John W. Christie, pastor of the church, assisted by Rev. W. S. Crozier, of Greenville, officiating.

The bride was given in marriage by her brother, Dr. John H. Dugger, of Philadelphia. She wore white slipper satin made on princess lines, with heart-shaped neck and long tight sleeves. A full length veil of all over rose point lace fell to the edge of her long train.

Wedding Party

Miss Margaret Dugger, of Greenville, was her sister's maid of honor and the bridesmaids were Miss Judy Lane, of Riverton, sister of the bridegroom and Mrs. H. S. Hilles, of Philadelphia. They wore blue velvet dresses made with square necks, puffed sleeves and bustle backs. They carried bouquets of yellow chrysanthemums.

Misses Nancy and Phyllis Dugger, nieces of the bride, wore long powder blue taffeta dresses and carried old-fashioned bouquets, being flower girls.

William Bartholomew, of Great Neck, L. I., was best man. The ushers were: Thomas Dugger and Oscar M. Dugger, brothers of the bride; Fred Wilson, Henry Hilles, John Colton and John Lane, brother of the bridegroom.

Mrs. Dugger, the bride's mother, wore an afternoon model of black crepe trimmed with sequins and cut steel beads with a matching hat. She wore a corsage of orcrids.

Mrs. Lane, mother of the bridegroom, wore a gown of olive green crepe trimmed in gold. Her hat was of brown velour and she carried yellow roses.

The bride is a graduate of Tusculum College, of Greenville, and has been a member of the Pierre S. DuPont High School faculty.

The bridegroom, son of Mr. and Mrs. Nathan Lane, Jr., of Highway, is a graduate of Lafayette and is associated with the New Jersey Zinc Co., of Franklin, New Jersey.

A reception at the DuPont Country Club followed the ceremony. After a wedding trip, Mr. Lane and his bride will reside at 1212 Delaware avenue, Wilmington.

Among those from here who attended the ceremony were:

Mr. and Mrs. Henry Parrish, Mr. and Mrs. Victor Ritschard, Mr. and Mrs. Murray C. Boyer, Mr. and Mrs. Charles Allen, Mr. and Mrs. Richard Hollerith, Mr. and Mrs. J. Vincent Hackett, Mr. and Mrs. E. Marshall Kinsey, Mr. and Mrs. Charles Miller, Mr. and Mrs. C. Singleton Mears and Mr. and Mrs. C. P. Mayfield.

LITURGICAL ART EXHIBIT

An exhibit of the Liturgical Arts will be held in Christ Church, Riverton, on the afternoon and evening of Sunday, November 26, from 4 until 10 o'clock. The public is cordially invited to attend the affair.

The exhibitors will be Robert N. Mattis, of Newtown, Pa.; Valentine F. D'Ogries, of New Hope, Pa., and Lewis F. Carr, of Philadelphia.

The display will consist of representative samples of the work of contemporary craftsmen who are currently engaged in adding to the beauty of the churches of the various Eastern dioceses.

WESTFIELD FRIENDS MEETING
Burlington Pike

Sunday Morning
10 o'clock—First-Day School.
11 o'clock—Meeting for worship.

CHRISTIAN SCIENCE CHURCH
First Church of Christ, Scientist
Thomas Ave. and Seventh St.
Riverton, N. J.

Sunday School, 9.30 a.m.
Sunday Services, 11 a.m.
Wednesday, 8.00 p.m.
Reading Room in Church Building Thomas Ave. and Seventh St., Riverton, open Tuesday and Friday, 2.30 to 4.30.

With all their knowledge, the experts never seem able to tell us what we're up against until we're up against it.

FREE LECTURE ON
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"Christian Science: The Science of Christian Healing"
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Under the Auspices of
FIRST CHURCH OF CHRIST, SCIENTIST
of Moorestown, N. J.
IN THE
MOORESTOWN HIGH SCHOOL
Second and Church Streets, Moorestown, N. J.
TUESDAY EVENING, NOVEMBER 28, 1939
at 8 o'clock
The Public Is Cordially Invited to Attend

Brighten the Window Garden

With bowls of Paper White Narcissus, or Golden Sun, and Chinese Sacred Lily. Pebbles and water are all that are required for successful culture. Write or phone for prices, or call at the nursery.

HENRY A. DREER
Building the Garden Beautiful since 1838
Send for our complete list of House Plants.

READ THE
BEST SELLERS
Here Are a Few
in our enlarged Lending Library
"KITTY FOYLE"
"ESCAPE"
"CHRISTMAS HOLIDAY"
"GRAPES OF WRATH"
"THE NAZARENE"
SPINNING WHEEL GIFT SHOP
Open Every Evening Except Wed.

Municipal Topics

Real Estate Carries Load

New Jersey municipalities are dependent to a greater extent than in many other states upon property taxes for revenue, according to an analysis by the Federation of Tax Administrators of local revenue sources.

The importance of the property tax in the United States as a whole has been fluctuating for many years, states the report, but it remains the financial mainstay of the nation's largest cities and in 1937 supplied a greater proportion of revenue than in 1915.

From 1915 to 1937, the period surveyed, cities over 100,000 population drew from 60 to 65 per cent of their operating funds from general property taxes. In New Jersey more than 95 per cent of the costs of local government came from this source, emphasizing again the repeatedly demonstrated need of revising the tax structure to meet changing conditions.

Change

The most noticeable change disclosed by the study was the large increase in the percentage of income derived from shared taxes and grants-in-aid. Beginning with a rise from 3.5 per cent in 1915 to 5 per cent in 1931, contributions to communities from Federal and State government shot to 11 per cent in 1933, as municipal revenue systems failed to meet demands for new and growing services. By 1935, these contributions supplied 14 per cent of local revenue and for 1937 the figure was 17.5 per cent.

Municipal income from license and business taxes, meanwhile, dropped from 6 per cent in 1915 to 3 per cent in 1925, rose again to 6 per cent in 1935 and slumped to less than 4 per cent in 1937. The original decline, from the 1915 percentage was attributed by the report primarily to prohibition, which deprived the cities of revenues formerly received from liquor taxes and licenses.

Special Assessments

Besides these sources, special assessments for capital improvements and miscellaneous revenues supplied income to the cities. Over the 20-year period the analysis shows income from special assessments declined from about 8 per cent to 1.2 per cent, while income from miscellaneous revenues, such as occupational taxes, earnings on municipally-owned utilities, rents of various kinds, and fines, dropped from 21.5 per cent in 1915 to 12.8 per cent in 1937.

The analysis was based on United States Bureau of Census statistics of 94 cities of more than 100,000 population except for 1937, when figures were available for only 51 of the cities.

BRIEF ITEMS from ABOUT TOWN

Howard B. Conover, treasurer of the Cinnaminson Bank, spent Thursday and Friday of last week at the Eleventh Mid-Year Trust and Banking Conference of the New Jersey Bankers Association at Paterson, N. J.

—o—

The Palmyra Fire Department answered a call for a bad field fire west of Memorial avenue, shortly after 1 o'clock on Friday afternoon of last week. An extensive area was burned over, but no damage resulted.

—o—

Evidently not realizing that Halloween has long since passed, some juvenile pranksters are still doing mischief, one of the latest "jokes" being to let the air out of automobile tires. If apprehended, the culprits will probably regret their extension of the "observance" of the occasion.

—o—

Local schools close Wednesday for the Thanksgiving weekend.

—o—

Night depositors at the local bank will probably make their trips under police protection now that a robbery has occurred.

Health Question: Certain Medical Terms Defined.

Doc Says:

Certain medical terms often seen in newspapers sometimes confuse the lay reader. An understanding of them gives medical articles greater significance. Some of these terms are therefore defined below:

Pediatrics—the branch of medical practice concerned with diseases of children.

Orthopedics — medical practice which is confined to treatment and correction of deformities of and injury to the skeletal system.

Obstretics—the branch of medicine which deals with pregnancy and childbirth.

Ophthalmologist—a licensed physician who is qualified by training to detect and treat diseases of the eye.

Dermatology — that branch of medical knowledge which concerns the skin, its diseases, and their treatment.

Health Question: Is there any effective serum for counteracting tuberculosis?

There is no known medicine or serum that effectively acts directly on the tubercle bacillusor that increases a defensive reaction in the body.

Tuberculosis differs in this respect from pneumonia. Sera have been developed which, when administered early, are very effective in counteracting the effect of certain types of pneumonia.

There are of course effective means of combating tuberculosis as the decline in the mortality rate illustrates.

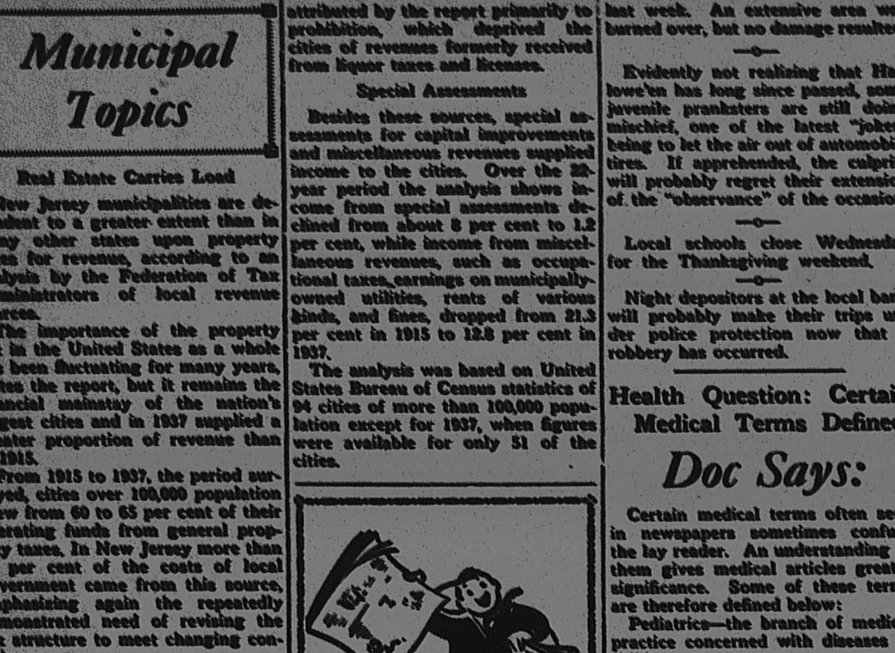
This feature is prepared by the Burlington-Camden County Medical Society and the Medical Society of New Jersey.

BILLBOARD TAX

The 1940 billboard tax notices totaling nearly $100,000.00 have been sent to all advertising companies and private owners maintaining outdoor advertising signs in New Jersey during the year. Robert B. Chapman, supervisor of the Tax Department's Billboard Division, points out that the law requires the payment of outdoor advertising permit fees sometime between December 1 and December 15.

"It has been common practice for many people" Mr. Chapman stated, "to put off payment of these fees until the first of the year, which is contrary to the provisions of the State Billboard Law. Ample warning is given to all 1939 permit holders and there is no excuse for any delinquency in complying with the law," he concluded.

What's good for business is good for everybody—even for you and me.



STEP-SAVING *Electrical Appliances*

UNINTERRUPTED MEALS, fewer steps, more enjoyable living, money-saving comfort . . . do you want them?

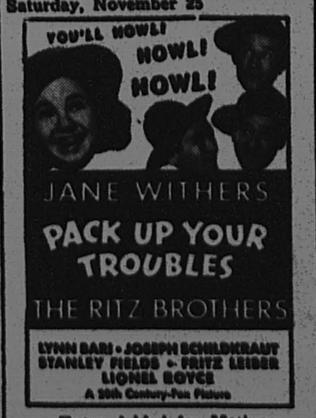
Small electric appliances supply a very real need in any home. They smooth out the rough spots. Coffee-maker, toaster, electric cooker, mixer . . . all are money-saving necessities in the home of today.

Prices are low—terms are liberal. Why not visit our showroom and see electric appliances on display?

PUBLIC SERVICE

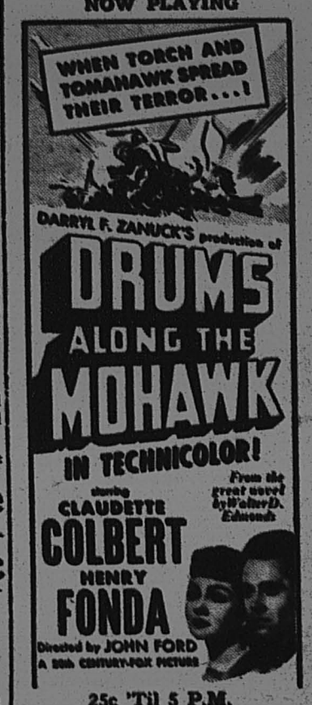
FOX — Riverside
NEW LOW EVENING PRICE 25c
Thursday, (THANKSGIVING) and Friday, November 23 - 24
GALA HOLIDAY SHOW
CONTINUOUS THURSDAY STARTING at 2 p.m.

Saturday, November 25



Extra Added for Matinee
"CARTOONLAND"
5—Laff Cartoons—5
Sunday and Monday, Nov. 26 - 27

Tuesday, November 28
—Two Big Features—
JOHN PAYNE and JANE WYMAN in
"KID NIGHTINGALE"
and "THE JONES FAMILY IN HOLLYWOOD"



25c 'Til 5 P.M.

PALMYRA
Matinee Daily at 2.00 p.m.
Evenings 7.00—9.00 o'clock

WEDNESDAY & THURSDAY
November 22 - 23
Continuous Showing Thursday (Thanksgiving Day)
Starting at 1.30 p.m.
ALICE FAYE with
DON AMECHE in
HOLLYWOOD CAVALCADE
(Filmed in Technicolor)
Thurs.—Free Gifts to the Ladies

FRIDAY and SATURDAY
November 24 - 25
MICKEY ROONEY and
JUDY GARLAND in
BABES in ARMS
—Saturday Matinee Only—
Final Episode of
"THE OREGON TRAIL"
with JOHNNY MACK BROWN

MONDAY and TUESDAY
November 27 - 28
JOEL McCREA with
WALTER BRENNAN and
ANDREA LEEDS
(and Introducing)
JASCHA HEIFETZ in
THEY SHALL HAVE MUSIC
Monday—Free Gifts to the Ladies

Printing...
Direct Mail Campaigns, Business and Personal Stationery, Office and Factory Forms, etc.
THE NEW ERA
RIVERTON, N. J.
Phone 112
Evenings 344

SAVOR
MARKET at BROADWAY
NOW PLAYING

A man doesn't realize how much credit he has until his children grow up and start charging things to him.

Most of the air mail is sent by lovers and business men who take themselves equally seriously.

Wesleyan Men's Bible Class

For the Men of the Community

An American tourist having a strong admiration for Luther and his triumphant challenges in the presence of threats to his life and mission, journeyed to Worms where the Diet sought to crush both the life and messages of Luther.

On his way through Worms, Luther threw out the challenge to his enemies and fearsome sympathizers, "That even should there be as many devils in Worms as tiles on the house-tops, still I would enter it."

Tiles were still on the house-tops when the American visited it and the reference by Luther made his challenge appropriate and impressive.

The challenges of men in the presence of temptation reveals their heroism and loyalty to truth of moral and spiritual issues. History, world-wide, records these challenges of men devoted irrespective of self interest.

Today there is need of meeting issues without consideration of personal ease. Ours is to take up the challenges of today and meet them with courage and daring.

In our Bible Class is the opportunity to study the noble characters in the Bible and history of Christianity. The influence of such will inspire devotion to all good causes for which the Church stands.

Come with us next Sunday morning at 9.50.

THINGS TO WATCH FOR

Electronic toys in Santa's pack. They will enable boys to build their own radio sets and perform a variety of electrical tricks . . . Milk in two-quart containers to reduce distribution costs . . . Melons flavored with benedictine, port wine and cognac. The flavoring is added by means of a cotton wick inserted in the growing melon plant and connected to a supply of one of the liquors . . . Radios and television re[illegible]rs built right into the walls of homes, apartments and offices of the future. Control dials will be wired to the easy chairs and desks in the room so that listeners can change programs without getting up.

There was some slackening last week in the broad general advance of business that has been going on since early summer. This doesn't mean that trade declined, but simply that increases in sales and production are becoming less pronounced. This must be expected, however, unless investors begin to loosen their purse strings and provide funds for industry to expand its production facilities. The case of the steel industry explains why. Since early September the rate of operations has been leaping ahead by several points a week. Last week operations rose only one point, reaching 93.5 per cent of capacity. It is therefore going to be difficult for steel mills to expand their production much higher and take on more workers, unless new plants are built and new production equipment made available.

Lamp Bulbs Make Good Booby Prizes

SUBURBAN homemakers have started a fad by giving electric bulbs for the "booby" prize at bridge parties. The lucky lady who makes the lowest score may be presented with a carton of from six to twelve lamp bulbs. We haven't heard of anyone deliberately trumping her partner's ace to keep the scoring in small figures but we do know that this minimum prize is greeted with appreciation.

Small electrical appliances make first prizes that are always appropriate.

O, Little Shoes

Travelers Safety Service

O little shoes with the scuffed-up toes,
That look so small in his father's hand,
Weren't you proud and big and grand
When you started this morning for
No-One-Knows?

No-One-Knows, with its belfries tall,
Its golden ramparts and shining towers,
Knights and fairies and magic powers
To tempt the heart of a traveler small!

Now dusk has come and his feet are still
Ere ever his knightly spurs are won,
For his body was broken and crushed and done
While yet he trudged to the first green hill.

O little shoes with the blood-stained toes,
O light gone out of a boyish face,
Was this the end of his splendid race?
Was this his City of No-One-Knows?

—Anne Sutherland Brooks.

RYTEX STATIONERY, $1.00

OUR FELLOW DRIVERS By Mueller

Travelers Safety Service

"I'll be finished in a jiffy—or know the reason why."

OPEN BOWLING
THANKSGIVING DAY
and
OPEN BOWLING
EVERY WEDNESDAY NIGHT
PALMYRA BOWLING ALLEYS
Broad Street and Morgan Avenue, Palmyra

DON'T TAKE A CHANCE

on poor quality coal. Your health, comfort and a saving is assured, if you use EVANS' PREMIUM COAL. "It goes farther and heats longer."
FUEL OIL - Genuine Koppers Coke
* * *
Repairs, Alterations and New Homes financed on low monthly payments. No cash required. No red tape. For free information, write or call

J. T. Evans Co.
RIVERTON
302
FUEL OIL
Vita-Var Paints - Storm Sash
Oil Burners

Thanksgiving . . .

We all have many things to be thankful for on this Thanksgiving Day, and we have one in particular we want the public to know about.

The friendly patronage of the people of these communities has made it a distinct pleasure to do business here, and we want to say "THANK YOU" and tell you that we appreciate every consideration both large and small that you have given our institution.

'JACK' DAWLEY, Inc.
OLDSMOBILE
10 Broad Street Riverton
TELEPHONE—Riverton 1212 or Merchantville 580

PHILA. MARKET HOUSE
BROAD and GARFIELD AVE.
PALMYRA, N. J.
Phone 1200 Free Delivery

FRESH PUMPKIN
lb 2c

FANCY
Red Ripe CRANBERRIES
lb 17c

Finest Penna. CELERY
Bunch 15c Stalk 5c

YELLOW or WHITE
Penna. TURNIPS
4 lbs 10c

FLORIDA ORANGES
FULL of JUICE
doz 12c

HARDING'S SWEET CREAM
BUTTER
FARM ROLL
2 lbs 67c

Fresh JUMBO SHRIMP
lb 21c

FRESH OPENED
SALT OYSTERS
Stewing—doz. 19c
Frying—doz. 33c

Atmore's MINCE MEAT
Alcoholic or Non-Alcoholic
2-lb jar 39c

GRANULATED SUGAR
10-lb bag 53c

KRAFT'S MIRACLE WHIP
SALAD DRESSING
qt 38c

SPECIAL FEATURE
STRICTLY FRESH KILLED
NEARBY
TURKEYS lb 28c
13 to 16 lb avg
Order Early! Limited Quantity at This Special Low Price.
Guaranteed Tender and Delicious.

THE KING TURKEY
OF THEM ALL
Scientifically Raised
STRICTLY FRESH KILLED
PARAMOUNT
Turkeys lb 33c
16 to 20 lb avg
SOLD with 100% guarantee to be the grandest and most delicious Turkey for your Thanksgiving Dinner. Absolutely the finest that can be produced.

STRICTLY FRESH KILLED
PARAMOUNT CAPONS
lb 33c
5½ to 6½ lb avg

"Rejoice not in the things you possess; tonight they are yours, tomorrow others may possess them."

THE NEW ERA

RIVERTON :: CINNAMINSON :: PALMYRA

SI KOLOGY SEZ: "So now Roosevelt wants t' put off th' Convenshun 'till later—mebbe there is a reason!"

50th Year No. 45 RIVERTON—PALMYRA, N. J., THURSDAY, NOVEMBER 30, 1939 PRICE FIVE CENTS

VARIED PROGRAM FOR LOCAL P.T.A.

Study Group Meets; Talk Heard on "Music As a Hobby"

The Riverton-Parent Teacher Association held the first afternoon meeting of the season last Monday, with Mrs. Richard Hooper conducting the Child Study Group at 2.30 o'clock.

Her subject was "Parents Need to Stand Together." Mrs. Hooper compared the running of the home with that of a business and showed that this can be done on the same efficient basis with proper organization, so that when problems arose, they could be treated by either parent with the approval of the other.

In the opinion of her listeners, Mrs. Hooper brought out a particularly strong point when she stated that tolerance is the leading factor in the unity of a home.

The next Child Study Group will be an open discussion on the topic "Democracy."

School Chorus

At 2.30, the regular meeting was

(Continued on page 3)

Bicycle Rider Struck By Car

John Carlson, Jr., son of Mr. and Mrs. John Carlson, Main street, Riverton, suffered painful injuries early on Monday evening of this week, when he was struck by an automobile driven by Edward McMahon, of Palmyra, in front of the Riverton post office.

The youth, who was riding a bicycle at the time of the accident, sustained two fractured ribs, lacerations and contusions of the face and body.

The Palmyra ambulance was summoned and made a quick run to the scene, but the body had been taken to the Zurbrugg Memorial Hospital, Riverside, in a private car before its arrival.

Chief William Gootee, of Riverton, conducted an investigation of the affair and summonsed McMahon to appear at a hearing before Recorder William H. Bottger on Monday night of next week.

According to latest reports the condition of the victim of the unfortunate affair is satisfactory.

$35,000 IN XMAS CLUB CHECKS HERE

One thousand members of the Christmas Club conducted by the Cinnaminson Bank and Trust Company, Riverton, will be enabled to play the role of Santa Claus in splendid fashion this year, since the sum of $35,000 was mailed out in checks to club members on Monday of this week.

The disbursement is about $1,000 greater than in 1938.

A nation-wide survey shows that a large percentage of Christmas Club checks is spent on holiday gifts and local merchants should be in for considerable extra business before December 25.

CONCERT CHORUS PROGRAM JAN. 3

Frank Oglesby to Be Soloist; String Ensemble Supports Forty Voices

The management of The Festival Foundation takes great pleasure in announcing that Frank Oglesby, well-known recitalist and concert tenor, will be one of the three soloists on the program of The Foundation's midseason series of concerts. The first concert of this series will be held in Riverton, Wednesday evening, January 3.

Mr. Oglesby, who is well-known in Philadelphia musical circles, and has sung with practically all the prominent musical organizations of that city, has an established reputation for intimate recital technique which makes his engagement with The Festival Foundation a particularly happy one. He holds the degree of Bachelor of Music from the University of Pennsylvania, and has studied both in Philadelphia and in New York, and in Paris for ten consecutive summers under teachers of international reputation.

String Ensemble

Eric Warnick, conductor and musical director of The Festival Foundation, announces that the mixed chorus of forty auditioned singers will be supported by an ensemble of fifteen strings and woodwinds and two pianos. The piano parts will be played by Mrs. Robert Morrison, official accompanist of the

(Continued on page 3)

New Books at Riverton Library

New books, with emphasis on the newest fiction and a fine list of light reading for the holiday period.

Fiction

"Claudia," Rose Frankau.
"Breakneck Point," Marjorie Flint.
"A Great Day," Elizabeth Seifert.
"Rogue Mule," Geoffrey Household.
"Dear Deborah," Louise Hauck.
"Dr. Hudson's Secret Journal," Lloyd Douglass.
"Karen's Memory," Anne Duffield.
"Steadfast Light," Elizabeth Payne.
"Four Part Setting," Ann Bridges.
"Great Tradition," Frances P. Yeyes.
"Kitty Foyle," Christopher Morley.
"Folly Island," Warwick Deeping.
"It Takes All Kinds," Louis Bromfield.
"Paul Revere Square," Louise Kurt.

Mysteries and Westerns

"Happy Highwayman," Leslie Charteris.
"Dragon's Teeth," Ellery Queen.
"Problems of the Wire Cage," J. Carr.
"No-Gun Nelson," Tony Adams.
"Western Union," Jane Grey.
"Gunman's Gold," Max Brand.
"Mad O'Hara of Wild River," J. Gregory.
"Easy to Kill," Christie.

Non-Fiction

"American Artist's Story," George Biddle.
"After Seven Years," Raymond Moley.
"Imperial Twilight," Bertita Harding.
"Revolution of Nihilism," H. Rauschnig.
"The Dutch Country," C. Weygandt.
"The Young Melbourne," David Cecil.
"A Goodly Fellowship," Mary Ellen Chase.
"Best Plays 1938-1939," Mantle.
"Home from the Sea," Richard Berman.
"Rain Upon God's Hill," J. B. Priestley.

Juvenile

"Skippack School," Marguerite D'Angeli.
"Bob Hill Boys in Virginia," Charles Burton.
"Boy with a Pack," Stephen Meader.
"Shuttered Windows," Florence Mears.
"Girl Who Was Marge," Edith Tallant.
"Thrilling Stories About Dogs," Walo Bartlett.
"Little Amish Schoolhouse," Ella Seiffert.
"Border Girl," Genevieve Fox.
"Nathalie Enters Advertising," Hutchinson.
"We the People," Leo Hutchinson.
"Absolute Pitch," Choate.

WOMAN'S EXCHANGE AT PORCH CLUB DEC. 5

Shop early for Christmas! Visit the Woman's Exchange at the Porch Club on the afternoon of Tuesday, December 5.

The sale will be open to all women of Riverton and vicinity, whether or not they are members of the club.

Those wishing to offer articles for sale are asked to register with Mrs. Gilbert Coe, phone, Riverton 321-R, on or before December 2.

Fine Minstrel Show Dec. 13

Under the combined sponsorship of the Palmyra and Riverton Fire Companies the Public Service Minstrel Group will be presented in the Palmyra High School Auditorium, Wednesday, December 13th.

The minstrel troupe is composed of twenty-seven men from the Southern Division of Public Service Transport. This division of Public Service consists of about a thousand men. For nine consecutive years the group has been giving minstrel shows in Camden and South Jersey. The show has been widely advertised in the Public Service buses in connection with its presentation in Camden.

A good minstrel show is a novelty that no one should miss. Real blackface comedians singing songs everyone knows and loves, and telling the stories that will make all laugh. The Riverton and Palmyra Fire Companies feel that all will enjoy the minstrel and be glad of the opportunity to see a show that is typically American.

Further details as to the program will be given in this paper next week.

BOARD NAMES RADEY ARCHITECT

Cinnaminson Plans Work at Colored School—If Voters Approve Project

The Cinnaminson Board of Education appointed F. Herbert Radey, architect for the proposed alterations and additions to the colored school, at their regular meeting held Tuesday, November 21, at the school house. The new construction will be done under private contract provided the project is passed by the voters. The board decided against any further application to either the PWA or the WPA, for financial assistance.

J. Raymond Knopf represented Mr. Radey at the meeting and discussed the proposed alterations and additions. The tentative plans call for the brick veneer of the present frame building, two new classrooms, a new auditorium with facilities in it for a cafeteria, and all new furnishings.

Figuring cubic foot basis the project at the most should cost in the neighborhood of $35,000.

Leach Appointed

Howard Taylor, president of the board appointed S. R. Leach to serve as the board's representative in preliminary negotiations with the architect. The architect's fee was established at 7 per cent of the contract price and, in the event the project is turned down by the voters, standard rates will be charged for the preliminary work.

It is expected that everything will be in readiness to present the project to the citizens at the regular election to be held in February.

The clerk of the board was instructed to write to the Riverton and Palmyra boards of education and ascertain whether or not they would consider joint action in establishing diphtheria immunization as a prerequisite to attendance in the public schools.

Mrs. Mildred Magowan, principal reported that 228 white students in the school were given the test for

(Continued on page 2)

Mayor Ward Is Club Speaker

Mayor John F. Ward, of Palmyra, will be the speaker at the regular meeting of the Palmyra Woman's Club scheduled for Monday, December 4, in the club rooms, Society Hall, Palmyra.

His topic will be "Welfare Needs in the Community" and every member is urged to come and hear his message, since the mayor is particularly well-versed in this subject. The program is in charge of the Welfare Department of the club.

Preceding the business meeting, a covered dish luncheon will be served at 1 o'clock. Reservations should be made with Mrs. R. E. Sanford, phone Riverton 555-J.

ATTENTION PARENTS

On Thursday evening at 8.00 o'clock there will be a meeting in Room 113 of the Palmyra High School to discuss college guidance. All parents who have children who will enter college next year will find this meeting of great value. Mr. Ray is in charge.

GARAGE FIRE

The Riverton Fire Department answered a call on Tuesday afternoon for a fire in a garage on Maple Lane, south of Fourth street, where burning rubbish, blown by the wind, ignited the interior of the structure.

The flames were extinguished in short order by a water line from the booster tank of the new truck. Damage was slight, the fire being confined to the base boards in one corner.

The building is owned by Marius Kraake.

BRIEF ITEMS from ABOUT TOWN

The Riverton Fire Department put in a busy day Sunday burning off brush and grass on the numerous vacant lots in the Borough where fire hazards exist. A similar job is being done in Palmyra. By this work, the firemen will probably save themselves a number of calls for field fires in the future.

—o—

A considerable number of Penn alumni from this section attended the Cornell game Saturday and came home considerably chagrined over the outcome of the clash.

—o—

Palmyra High School graduates are unique. They have two alumni organizations, the Alumni Association and the Graduate Group. Efforts have been made toward consolidation, a most sensible move, but to date the situation shows no signs of clearing up.

—o—

The Riverton firemen answered a call on Monday morning of this week for a bad brush fire off Main street, near the Borough line. No damage resulted.

—o—

Two minor auto accidents occurred on Broad street following the Thanksgiving Day football game. Little damage was caused and no one was injured.

—o—

No further clues have been obtained concerning the identity of those who participated in the recent Riverton holdup.

—o—

The construction operations at the new Riverton post office continue to be of interest to a large number of spectators.

—o—

The directors of the Riverton-Cinnaminson Welfare Association met on Tuesday of last week in the home of Mrs. Murray C. Boyer, Eighth street, Riverton.

NEW MEMBERS OF COUNTY LEAGUE

Ten new members were voted into the Burlington County Tuberculosis League at the regular meeting on Wednesday evening, November 29th. Seven are residents of Beverly. They are Mr. and Mrs. Brian B. Kane, Mrs. Ivins Wright, Mr. and Mrs. Thomas W. McGinley, Mrs. I. L. Stephan and Mrs. Howard Bott.

Dr. and Mrs. Paul Sparks of Burlington were also accepted as members. Dr. Sparks has been one of the regular examining physicians at the chest clinics, which are maintained by the Tuberculosis League, for the past year. Mrs. Sparks, a graduate nurse, has lately been volunteering her services in the chest clinics and in the tuberculin testing programs in schools.

The other new member, Miss Susan Miller, is the recently appointed Supervisor of Nurses at Fairview Sanatorium, New Lisbon. The tuberculosis patient is usually supervised by the Tuberculosis League both before entering and after leaving the Sanatorium. Miss Miller will broaden her sphere of usefulness to the hospitalized patient by becoming a member of this cooperating public health organization.

Mrs. A. L. Banyard, Bordentown, and Miss Emily Grant, Burlington, were made members at a previous meeting. Members of the League are chosen for their willingness and ability to further the cause of public health. Opportunities for service are varied and numerous.

The gown that was the envy of every other woman two months ago is "that old thing" today.

BOARD NAMES RADNEY ARCHITECT

(continued from page 1)

tuberculosis on November 6th. These were made by Dr. Marcus W. Newcomb and Dr. T. Bruce Dickson. Of the 228 tested, 24 positive reactions were noted. These 24 cases will be X-rayed at the Zurbrugg

All Urged To Join Red Cross

"There can be no Armistice in our war against human need and suffering."

With that statement, President Roosevelt opened the annual Ameri-

the country, the Red Cross is ready to answer the plea for aid at all times.

Fervent Plea

At the annual luncheon meeting of the Burlington County Chapter of the Red Cross, Dean Smith made a fervent plea for an intensified campaign in the county. He pointed out that only through personal solicita-

RIVERTON SCHOOL NOTES

Pilgrim Play

The children of the third grade

are not available for all students.

During Book Week, Peggy Ryan, sophomore, had on display in the library, a collection of dolls representing the various countries of the world.

—o—

George Ford, Alice Miller, and Miriam Gorman are planning a trip for the Economic geography class to the Franklin Sugar Refineries. Meyer Millman is the teacher.

The Business Organization classes under the direction of George Dare recently took a trip to the Ford Assembling Plant at Chester, Pa.

—o—

Room 211, with Mr. Terrell as teacher, and Louise Rahelic as leader, had a program on etiquette that was very illuminating to the boys.

—o—

The indirect lighting recently installed in the art room is a great improvement.

—o—

David Chadwick, of the sophomore art class lettered the big drum now being used in the band.

DELEGATES MEETING

Burlington county's 32 delegates to the annual State Y.M.C.A. Older Boys' Conference at Jersey City, December 8-9-10, will hold a preconference meeting at the First Baptist Church, Garden street, Mount Holly, Sunday afternoon, December 3, at 3.45 o'clock.

The delegates will go to Jersey City by private cars leaving the county early Friday morning, so to spend a part of the day in New York City on an educational trip, which will be directed by County Secretary Guy C. Hendry.

SUPPER—BAZAAR

A turkey supper and bazaar will be given by the St. Agnes Guild of Christ Church, Palmyra, on Saturday, December 2nd.

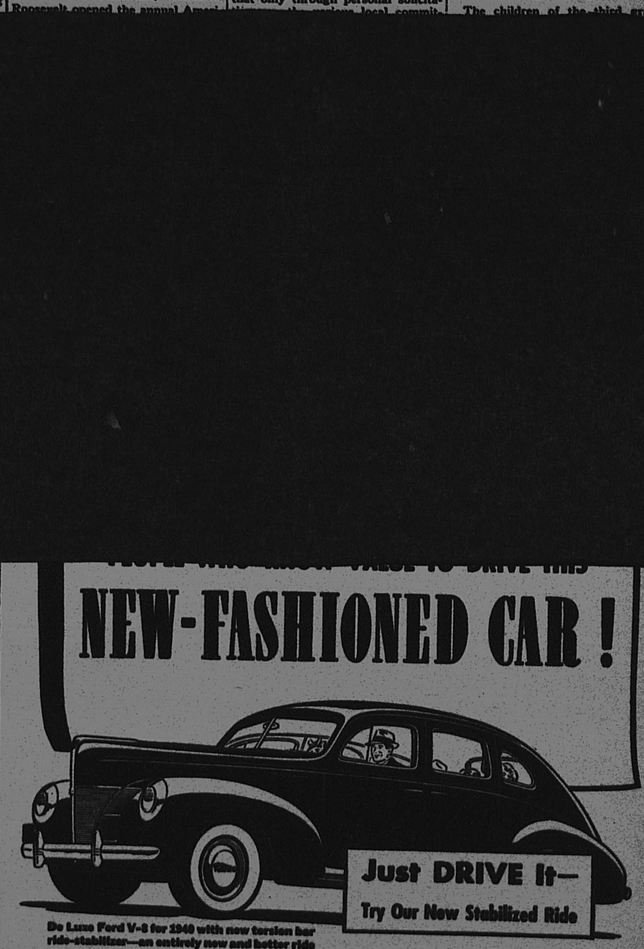
Supper will be served from 5 to 7 p.m. Adults tickets are 65 cents.

The menu is tomato juice and crackers, roast turkey, filling, giblet gravy, mashed potatoes, fresh string beans, cranberry jelly, celery, rolls and buttter, coffee and tea, homemade apple or pumpkin pie.

STEVES—MATTIS

Mr. and Mrs. William Neuman Mattis announce the marriage of their daughter Virginia to Mr. Wilbert Luther Steves on Friday, November 10, in Lutz, Florida.

Mrs. Steves is the niece of Mrs. Thomas R. Braddock, of Palmyra.



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THE PEOPLE'S COLUMN

POLICE RADIO

Editor The New Era:

Dear Sir:

The recent demonstration of Police Radio given by the RCA showed how practical and efficient an outfit of this kind can be. The question then to decide is how it may be applied to our use, and if it would be worth the cost to install and maintain.

It is at once apparent that it could not be effective with less than six men, and preferably, nine, as State law requires eight hour duty. Thus it would be most efficient if operated in combination by both communities, as Palmyra uses about five men and Riverton three. In this combination no extra personnel would be required, and therefore no extra payroll cost. This combination would save the cost of one headquarters and one car, and if the purchase and installation can be apportioned over a five year life, this saving will more than offset the cost of the apparatus. A maintenance contract would not amount to more than ten dollars per month, and the power consumed would be about the same as an electric light.

If the operating cost of the two forces should be apportioned either on a population or assessment basis, or a combination of both, the cost of operating the combined police department would be somewhat less than present cost for Palmyra, and slightly more for Riverton. In return for this added cost, Riverton would gain in greatly increased protection, as the present system of one man on duty does not permit of effective patrolling, or any absence from proximity to the telephone. Palmyra would also gain in greater efficiency and protection, and at the same time would save money.

While these communities have been singularly free of crime, it must be admitted that as other towns adopt these modern tools and devices, the organized criminals are more inclined to move their activities to locations without this modern protection. Some of our police officials would welcome the improvement, but some others may be inclined to oppose it, as they realize it would provide a much closer check on their devotion to duty than is now possible.

It can be claimed without fear of contradiction that the recent hold-up in Riverton would not have occurred, as with radio control of cars, a police escort could be furnished for purposes of this kind without taking the car or men out of call. The amount reputedly lost would have paid one-half the cost of installing the radio system, and we can confidently look for greater insurance rates covering this type of risk, not even considering the risk of life in this type of crime.

It is to be hoped that in carefully considering this question as promised to the citizens who petitioned for it, that any petty jealousies between officials of the two communities would not influence the decision. The great value of the service to the fire department, and quicker help in accidents, should also be considered.

Yours for progress,
Interested Citizen.

VARIED PROGRAM FOR LOCAL P.T.A.

(continued from page 1)

opened by the president, Mrs. John Abell. The school chorus, directed by Mrs. Velma Comegys, and accompanied by Mrs. C. V. Devery, presented five selections, including the appropriately seasonal "Thanksgiving," by Gainer.

Soloists were: Jane Cook, Beatrice Carhart, Barbara Borger, June Rodman, Jane Adams, Virginia Woodward, Jean Willis, Edward Hoyt, Lloyd Major, Donald Taylor, Paul Willis, Charles Elwell and Leon Gray.

Mrs. Abell gave an interesting report on the State Convention of the New Jersey Congress of Parents and Teachers at Atlantic City, which she attended as a delegate from Riverton.

Guest Speaker

Miss Margaret Carey, Burlington County Music Helping Teacher, spoke on the subject "Music As a Hobby."

She stated that, since hobbies have become so popular in recent years musical hobbies seem to have been a most natural course for those who love music to follow, whether renewing acquaintance with a discarded instrument, listening to radio programs, joining amateur singing groups, or studying music appreciation and lives of composers.

Miss Carey remarked that there are many different lines in music that can be followed and developed. She asserted that these may grow to be a permanent addition to a community, since many well-known chorus and symphony groups have arisen as a result of school training.

Many Possibilities

The speaker stressed the fact that all types of music should be explored for their possibilities. There are, she said, so many facilities for studying music at the present time, including many popular radio hours that feature concerts, quizzes, lectures and dance music.

Miss Carey closed with a quotation from Sigmund Spaeth "The art of enjoying music is the discovery of permanent enjoyment."

Tea was served by Mrs. Walter Moyer and the members of her committee. The plant award for the class having the most mothers present was won by Mrs. Bush's room.

CONCERT CHORUS PROGRAM JAN. 3

(continued from page 1)

organization, and Spencir Atkinson, assistant conductor.

The purpose of The Festival Foundation is not only to bring into focus the musical interests of Burlington county, but to present really fine choral music, finely sung, to a musically appreciative public. Equally significant is The Foundation's plan to establish from the proceeds of its concerts, a scholarship fund for the musical education of talented young people of our own localities.

To this end, a permanent list of sustaining members is being built up whose subscriptions will make possible the realization of this splendid educational project. Sustaining members, whose names will be published in all concert programs, will receive for their subscription of $2, a season membership admitting two persons to the mid-year and Spring series of concerts.

Following the concert in Riverton on January 3rd, the same program will be presented in Burlington on January 10th.

Program

Part I

Christmas Oratorio, Johann Sebastian Bach.

Chorus, "Christians Be Joyful."

Recitative, tenor, "And Suddenly Sign to You."

Chorale, "Within Yon Gloomy Manger."

Recitatiove, tenor, "And Suddenly There Was With the Angel."

Chorus, "Glory to God in the Highest."

Chorale, "Now Vengeance Hath Been Taken."

Interlude

Three Christmas Songs

"Sweet Was the Song," John Attey, 1622, arranged by Dickinson.

"Three Kings," Peter Cornelius, arranged by Walter Damrosch.

"Song of the Nativity," XV Century Carol, arranged by Dickinson.

Part II

"Messiah," George Frederic Handel.

Chorus, "And the Glory of the Lord."

Recitative and aria for bass, "Thus Saith the Lord."

Aria, soprano, "Rejoice Greatly."

Chorus, "And He Shall Purify."

Recitative and aria for tenor, "Comfort Ye."

Chorus, "For Unto Us a Child Is Born."

Aria, bass, "Why Do the Nations."

Chorus, "Behold the Lamb of God."

Aria, soprano, "I Know That My Redeemer Liveth."

Chorus, "Allelujah."

Recitative and aria for tenor, "Thy Rebuke Hath Broken My Heart."

Chorus, "Worthy Is the Lamb, Amen."

Even if Coolidge did fiddle while the country boomed, we have a kindly feeling for his memory and we had a lot of fun when he ruled.

Y. M. C. A.

Junior Y.M.C.A. groups will have a county round-up meeting, Monday night, December 4, at the Junior school auditorium, Brainard street, Mount Holly, at 7.15. The special attraction will be the presence of Chief Caribou, known across the nation by the friends of Y.M.C.A. workers with boys as Joe Friday.

Friday has helped develop the Indian Guide movement of the Y.M.C.A. which is a club work program including the boys and their fathers in the membership. Friday has worked with the Y.M.C.A. in St. Louis, Pittsburgh, Baltimore and many other cities. For a number of sumers he has conducted Camp Hiawatha on Lake Temagami, four hundred miles north of Niagara Falls in the great wilderness of the Temagami forest reserve.

—o—

John H. Morrow, Bordentown, and S. Roger Oliver, Burlington, will be Burlington County's two representatives at the annual New Jersey State Y.M.C.A. Council Meeting, Princeton Inn, Princeton, Saturday, December 2nd, in addition to the president and county secretary.

—o—

The joint meeting of the Camp Ockanickon Trustees and the Matollionequay Women's Committee will be held at Moorestown, December 7.

Members outside our county will attend from Monmouth, Camden and Gloucester counties.

Burlington county's representatives are Henry F. Stockwell, of Moorestown, Everett H. Haines, Medford, and John W. Thacher, of Moorestown, and Guy C. Hendry, Mount Holly, Camp Ockanickon Trustees, and Mrs. Charles S. Beckwith, Pemberton, Miss Carolyn Gauntt, Jobstown, and Mrs. S. Roger Oliver, Burlington, Matollionequay Committee members.

SAFE DRIVING

To make driving safer during the winter on New Jersey State routes, State Highway Commissioner E. Donald Sterner said today that the highway forces will be ordered to employ the most modern methods in eliminating the hazards created by ice and sleet.

Although he urged that all drivers use extra caution, Commissioner Sterner said that the maintenance crews will be on call night and day during storms and freezing weather in order to keep the highways open.

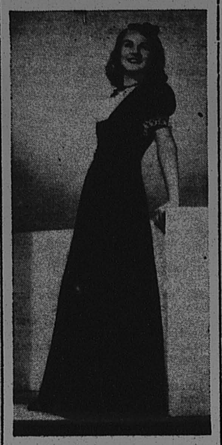
One of the materials to be used is calcium chloride, a lime salt to treat cinders or other abrasions which are spread on slippery spots. About 800 tons will be required for mixing with the cinders. The chloride aids in melting the ice, thus holding the cnders on the roadway and providing better traction for automobile and truck tires.

The reporter was interviewing a prosperous soap manufacturer.

"It's a well known fact," he said, "that you made your fortune out of soap. Mr. Lather. Now to what do you attribute your success?"

"To clean living, my friend, to clean living," was the prompt reply.—Exchange.

NOW AT SAVAR



Deanna Durbin, definitely grown up, starring in a romantic drama, Universal's "First Love."

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PALMYRA

Martha I. Martin, of East Charles street, who is a student at Vassar, at Poughkeepsie, New York, spent the holidays with her parents Mr. and Mrs. E. H. Martin.

The winner of Shulman's Merchandise club this week was Miss Mildred Kelley, of Delaware avenue.

Mrs. L. O. Hannum, of Leconey avenue, is recovering nicely after a serious illness.

Mrs. Norman Moffitt, of Lincoln avenue, spent several days during the past week as the guest of Mr. and Mrs. Claude Bushby, of Woodstown.

Dorothea Trout, a student at Ursinus, Collegeville, Pa., spent the holidays with her parents, Mr. and Mrs. H. B. Trout, of Cinnaminson avenue.

Mr. and Mrs. Leonard R. Baker, of Garfield avenue, spent the weekend as the guests of Mr. and Mrs. Fred May, of New York City.

Mr. and Mrs. Elvin Powell, of Walnut street, were the guests on Thanksgiving of Mr. and Mrs. Samuel Silvers, of Pitman.

Mr. and Mrs. George Seel, and daughter Mitzie, of Maplewood, and Mr. and Mrs. Clifton Seel, of New York City, spent Thursday with Mr. and Mrs. George Seel, of Cinnaminson avenue.

Mr. Alonzo Bonsal and family, of Montclair, N. J., spent Thanksgiving with Mr. and Mrs. James T. Weart, of Cinnaminson avenue.

Mrs. Harry Mansfield, of East Broad street, will entertain the Lucky 13 at dinner on Friday evening.

Mrs. Edward Barr, and family, and Mrs. Patricia Lawen, of Garfield avenue, spent Thanksgiving with friends in Lansdowne, Pa.

Mr. and Mrs. Wilson Nein, of Reading, spent Thanksgiving with Mr. and Mrs. John Evaul, of Vine street.

Mr. and Mrs. Walter Mitchell and family, of Glen Ridge, New Jersey, spent the holidays with Mrs. Ardella Wallace, of Cinnaminson avenue.

Vernon Stone was recently elected secretary of the Burlington County Constables' and Magistrates' Association. George N. Wimer was appointed chaplain at a recent meeting of the organization .

CHURCH CLASS BIRTHDAY PARTY

The Golden Hour Circle, of Calvary Presbyterian Church, held its annual birthday party on November 16. Covers were laid for 100 members and friends.

The tables were beautifully decorated with crysanthemums and autumn leaves and birthday cakes. A rose corsage was presented to each guest through the courtesy of Moorestown Gardens.

Mrs. Joseph Morgan, president of the society and chairman of the luncheon, presided.

Many messages were read from out of town members, many of whom were charter members of the organization.

A very fine program was given after the luncheon. Mrs. Alfred VanOsten, Mrs. Ruth Peterson Bell, Miss Marjorie Wilson and Mrs. Ralph Rivers rendered a number of musical selections and Mrs. C. Singleton Mears cleverly entertained with monologues.

The society is very active in raising money for the building fund of the church.

JUNIOR WOMAN'S CLUB

Members of the Palmyra Junior Woman's Club are reminded that there will be a meeting of that organization on Monday evening, December 4, in the club rooms, Society Hall, at 8.15 o'clock.

There will be a guest speaker.

RIVERTON

The winner of the Sacred Heart P.T.A. Merchandise Club last week was Mrs. A. Gonteski, of East Broad street, Riverton.

The Ladies auxiliary of the Knights of Columbus held a covered dish luncheon following their meeting on Tuesday evening at the K. of C. home.

Miss Dorothy Wolcott, a student at Duke University, spent the holidays with her parents, Mr. and Mrs. Everett O. Wolcott, of Linden avenue.

Miss Betty Keating and Miss Jean Black, of Riverton, spent the holiday weekend visiting friends in Pittsburgh.

Misses Alice and Rose Laverty, of Forest Hill, N. Y., spent the weekend with their parents, Mr. and Mrs. Joseph Laverty, of Cinnaminson street.

Dr. and Mrs. Harry L. Rogers, of Main street, will spend the holidays with their daughter, Miss Mary Whitner Rogers, who is a student at Wellesley College.

Mr. and Mrs. J. P. Reese have moved from Fulton street to the residence on Elm terrace, formerly occupied by Mr. and Mrs. Harold Cooper, the latter having recently moved to New Lisbon, N. J.

The Sacred Heart P.T.A. will hold a food sale in the school auditorium this afternoon (Thursday). Mrs. Edward Faunce, is chairlady of this sale. Orders may be taken by calling Riverton 1039.

Mr. and Mrs. James Fitzgerald, of Thomas avenue, enjoyed Thanksgiving dinner with Mr. and Mrs. William B. Maguire, of Delanco.

Mr. and Mrs. Thomas McChesney and daughter Mary Elizabeth, of Moorestown, were the guests on Thanksgiving of Mr. and Mrs. Harry C. Sim, of Thomas avenue.

Mr. and Mrs. Charles W. Bowers and family, of Heightstown, were the guests on Thanksgiving of Mr. and Mrs. George Carnie, of Thomas avenue.

Jack Yost, who is a student at Bucknell, Lewisburg, Pa., spent the holidays with his parents, Mr. and Mrs. Charles H. Yost, of Thomas avenue.

Henry Gibble, of Baltimore, Maryland, spent the weekend as the guest of Mrs. Gertrude Lynch, of Thomas avenue.

Regina Groome, of Linden avenue, has been on the sick list for the past few weeks.

Miss Jane Blackwell, of Elm Terrace, entertained at bridge on Tuesday evening.

Mrs. Ella McKenna, of Heightstown, is spending several weeks with Mr. and Mrs. George Carnie and family, of Thomas avenue.

METHODIST CHURCH
Rev. W. A. Boyd, Pastor

This Sunday morning at eleven o'clock the Sacrament of the Lord's Supper will be administered by the Rev. Boyd. This is not a closed service. No matter who you are, or to which church you belong, or if you do not belong to any church and have the desire to live the Christian Life, you are welcome to this Table of Our Lord. Of course, any person who claims to be a follower of Jesus Christ will be certain to be present at this Holy Community Memorial Service.

"The Conflict of the Submarines" is the title of the sermon to be delivered by the Rev. W. A. Boyd this Sunday evening at 7.45. Last Sunday evening the large audience of young people was an inspiration to our church. We welcome all persons who do not go to any other church. The High School Chorus is improving with every production. Come hear this and the Senior Chorus Choir. We begin singing the Christmas Carols this Sunday evening.

—o—

Tuesday evening an important meeting of the official board will be held in the board room. All members are urged to be present.

—o—

The Ladies Aid Society will meet on Tuesday afternoon, instead of Wednesday, at 3 o'clock.

—o—

Wednesday evening at 8 o'clock the prayer-praise-and Bible Study Hour will be conducted by the minister. This week we will study "A New Quality of Life." Those interested in the study of the Bible should attend this meeting. Then too, it's a long way from Sunday to Sunday. One needs this meeting as one needs frequently to take a drink of water.

MISSIONARY TO SPEAK

Miss Judith McComb, a missionary from Irant, Persia, who is home on furlough, will speak at the next meeting of the Women's Missionary Society, of Calvary Presbyterian Church, on December 6 at 2.30 p.m. Miss McComb has been secured for this meeting through the efforts of Miss Margaret Vaughan.

Members and friends are cordially invited. Tea will be served following the meeting.

BIRTH

Mr. and Mrs. Martin Schlindwein, of Cuthbert Road, are being congratulated on the birth of a son, on Friday morning at the West Jersey Hospital.

Guest (overdue in departing): "Well, good night. I trust I haven't kept you out of bed."

Host: "Oh, not at all. We should have been getting up very soon anyhow."—Exchange.

Health Question: Do many states require citizenship as a qualification for the practice of medicine?

Doc Says:

All except four states require at least first citizenship papers as a requisite for the practice of medicine.

Full citizenship is required in 27 states, New Jersey being one of the 27.

Some states (12) require full citizenship by virtue of statute or legislative enactment. New Jersey is one of these twelve. Fifteen states require full citizenship through regulation of the medical examining board.

Seventeen states require evidence that immigrant physicians have taken out their first papers as a qualification for licensure.

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

The doctor rushed out of his study. "Get my bag at once!" he shouted.

"Why, dad," asked his daughter, "what's the matter?"

"Some fellow just phoned he can't live without me!" gasped the doctor, reaching for his hat.

His daughter breathed a sigh of relief.

"Just a moment," she said, quietly. "I think that call was for me."

Proud father: "Every time the baby looks up into my face he smiles."

Mother: "Well, it shows he has a sense of humor."—Exchange.

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10½-oz. can 19c

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TOMATO COCKTAIL
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Cauliflower, head 15c - 19c
BRUSSELLS
SPROUTS ..... box 19c
CALIFORNIA
CARROTS ... 2 bunches 15c
ROSE BUD
BEETS ..... bunch 5c
Tangerines ..... doz. 19c
LARGE SIZE
ORANGES ..... doz. 23c
Stayman Winesap Delicious
EATING or COOKING
APPLES ..... basket 59c
D' ANJOU
PEARS ..... 6 for 25c

ARMOUR'S STAR
LEGS OF LAMB
lb 24c

ARMOUR'S STAR
SHOULDERS OF LAMB
lb 19c

ARMOUR'S
QUALITY RIB ROAST
lb 27c

½-lb packages BACON
2 for 29c

FRESH
PORK SHOULDERS
lb 16c

Vogt's Triple
TENDERIZED HAMS
SHANK END, 5 to 6 lb avg
lb 17c
BUTT ENDS, 5 to 6 lb avg
lb 25c

RIB ENDS OF PORK
3 lb avg
lb 15c

LOIN ENDS OF PORK
3 lb avg
lb 18c

VOGT'S PORK
SAUSAGE ..... lb 21c

VOGT'S SCRAPPLE
2-lb pkg 19c

SPORTS JOTTINGS

Byron P. Wolfe, Palmyra High faculty member, gave a running account of the game over the very excellent public address system and did a fine job. He was aided by Tex Henson, for Palmyra and Ike Marshall, of Riverside.

—o—

The Legion Cadet Drum and Bugle Corps was never seen to better advantage as they paraded before the game.

—o—

The Palmyra band easily defeated the Riverside musicians in the battle of music, but this, unfortunately, was only of secondary consideration.

—o—

Although the press booth has not been completed, the facilities were much appreciated by the shivering corps of newsmen. The top of the stadium was far from being the warmest spot on earth.

—o—

A large staff of photographers was present and snapped everything from the teams to hot dogs.

—o—

Riverside's players were equipped with numbers only on the backs of their jerseys, making it difficult to follow the game. Mr. Steen, please note.

—o—

The crowd arrived early, there being few vacant seats at 12 o'clock. As a matter of fact, the stadium was almost entirely filled before the majority of the Riverside contingent appeared on the scene. Spectators jammed every available inch of space on all sides of the field, but the crowd was especially well handled by the efficient work of Chief C. Morris Beck and his assistants.

—o—

The refreshments booths did a rushing business, the hot dogs giving out just as Mr. Wofe made an announcement regarding their excellence.

—o—

Everything went off according to schedule, with the exception that Riverside was unkind enough to walk off with the decision.

—o—

The Gloucester game this Saturday will be somewhat in the nature of a letdown.

MUNICIPAL OFFICERS TO MEET ON DECEMBER 1

There will be a meeting of the Municipal Officials' Association of South Jersey in the Walt Whitman Hotel, Camden, on Friday, December 1, at 8 p.m., with dinner preceding at 6.15 o'clock.

Senator-elect Howard Eastwood will be among the guests present.

Speakers will present the following topics: "The New Federal Tax on Public Salaries" and "The Community Value of Parks."

P. S. DIVIDEND

The board of directors of Public Service Corporation of New Jersey on November 21 declared a dividend of 65 cents a share on its no par value common stock for the last quarter of 1939, payable on or about December 20 to stockholders of record December 1. The dividend on the no par value common stock for the first and second quarters was 60 cents a share each quarter, and for the third quarter 65 cents a share which, with the 65 cents a share declared for the last quarter, makes a total of $2.50 for the year. The board also declared the regular monthly dividend of 50 cents a share for January on the 6 per cent cumulative preferred stock, payable January 15 to stockholders of record December 15.

MANY LOANS BY STATE BANKERS

Lending Activity in New Jersey Shows Total of 250,000 New Accounts

Meeting the charge that banks are not lending, the American Bankers Association recently published the results of a survey of bank lending activity in New Jersey showing that the commercials banks of the Garden State made more than 250,000 new loans totaling $225,000,000 to business firms and individuals throughout the state during the first six months of 1939 and renewed more than 600,000 outstanding loans totaling more than $550,000,000 in the same period. In addition, the banks made 5,000 mortgage loans to home owners and other real estate owners, totaling $28,000,000.

These figures are predicated on the reports of 204 banks or 55 per cent of the commercial banks of the state, sent to the A.B.A. in reply to its questionnaires.

New Loans

The 204 reporting banks stated that they made 162,656 new loans totaling $136,034,128 between January 1 and June 30, 1939, and that they renewed 362,867 already outstanding loans in the total sum of $323,537,845, and that they made 3,277 mortgage loans on homes and other real estate aggregating $15,517,426.

The average number of new loans made per bank was 797. The average number of loans renewed per bank was 1,779 and the average number of mortgage loans made per bank was 16.

The average new loan was for $836. The average loan renewal was for $892, and the average mortgage loan was for $4,735.

In addition to lending on individual applications, banks in the larger cities maintain for regular established business borrowers what are known as "open lines of credit" in specific amounts, available at all times to such borrowers. Thirty-six banks reported the maintenance of such open lines of credit in the aggregate sum of $30,829,002. However, they stated that only $11,107,946, or 36 per cent of this credit, was being used as of June 30.

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FOOTBALL SEASON CLOSES SATURDAY

Palmyra High School will write finis to the current football season on Saturday afternoon of this week in the local stadium, when Gloucester High will furnish the opposition in a battle that is slated to get under way at 2 o'clock. The attention of local fans is called to the earlier kickoff time.

For the locals, the affair will afford them an opportunity of racking up their third win of the season and improving a record that is none too good.

Many to Graduate

The Red and White has decisions over Camden Catholic and Merchantville, while their best two games, both ties, were played against Haddonfield and Burlington. Outfits that have taken the measure of the Dimondmen are Collingswood, Moorestown, Woodrow Wilson, Haddon Heights and Riverside.

It will be the last opportunity of many of the squad to wear the colors of their school, since many of the squad are members of the senior class, including Captain O'Neill.

In view of the spotty performance of the homsters no prognostications are being made regarding the outcome of the Saturday skirmish.

THINGS TO WATCH FOR

Fences that will bend over if struck by an automobile or truck, and then spring back into an upright position . . . a musical birthday cake plate. It has a built-in music box that sings "Happy Birthday to You," while the cake is being cut . . . More digestible milk. Scientists have discovered that cream globules can be scattered throughout the milk, reducing by about ⅓ what they call "curd tension," by subjecting milk to a pressure of 2,500 pounds . . . A new speedometer that indicates the exact distance you'll need to stop your car at any speed—provided, of course, your brakes and tires are in good shape.

YOUR GARDEN

WHAT TO DO THIS WEEK

By A. C. McLean
Extension Service, N. J. College of Agriculture

The deadline is fast approaching for getting the garden ready for winter. Although early bulb planting is much to be desired, many bulbs for spring bloom may be planted successfully even at this late date, and through December if the ground is mulched to keep out frosts. Mulching hardy bulbs planted in the fall is most desirable, for it gives the roots a chance to develop during winter. In all planting or transplanting, it is the roots which require consideration. Forget about the tops. Many woody plants do better if the tops are cut away altogether, and new growth from buds left near the base soon makes a strong new framework of branches.

Gardeners who wish to break the routine of fall clean-up and transplanting would do well to sow some seeds of hardy perennials and hardy annuals at this time. There is a long list of flowers which do well with fall sowing and it should be remembered that if the seeds are planted now, there will be one less job to do in the spring. One precaution is important—be sure the seeds will not be washed away during the winter. A few leaves or hay as a protection will prevent this, but be sure to remove the protection before germination starts in the early spring.

If your shrub plantings need revamping, now is the time to do it. Shrubs which are transplanted, pruned and mulched at this season often do better than those which are transplanted in the spring.

P.T.A. MEETS

The regular monthly meeting of the Phyllis Wheatley P. T. A. was held at School No. 4 on Friday, November 17. The session was opened by the president, Mrs. Fannie Ashby.

After deciding upon plans for forthcoming activities the meeting was turned over to the acting program committee of which Mrs. Eleanor Young is chairman.

Those who appeared on the program were:

Mrs. Florence Edmonds, reading, "Our Race."

Edna Ashby, piano solo, "Dance of Fairies."

Richard Ransom, reading "Our Plea."

Rev. Oscar Roberts, main address, "Ambition and Indifference."

Address

Rev. Roberts stressed the importance of always striving to get ahead and not being just content with one's condition. He also emphasized the wisdom of developing the habit of regular saving no matter how small the amount. The speaker also told the group that the case of Ambition and Indifference is indicative of the two kinds of persons found in the world. Mr. Ambition has the harder struggle but finally is victorious. After the very valuable discussion the group went to the lunch room where the Ways and Means Committee served a delicious repast. The next regular meeting will be held the last Friday in January.

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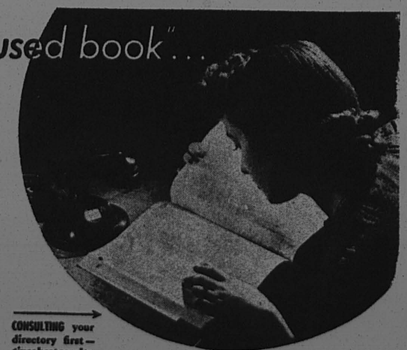

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PALMYRA DROPS CRUCIAL GAME

Locals Hold Riverside at Bay for Three Periods but Rams Win 13-0

Displaying a stubborn defense Palmyra doggedly held Riverside for three periods of the annual Turkey Day tilt between the two elevens, but weakened in the final lap when the visitors pushed over two touchdowns to win the fracas by the score of 13-0.

A crowd of well over 6,000 spectators viewed the game and witnessed the dedication of the new high school stadium, the formal exercises preceding the football clash.

As the first half ended in a scoreless tie, local fans had visions of the skirmish ending thus and these aspirations were strengthened as the Rams failed to do much until the third period neared its end.

Malone Lugs Leather

Perucci, invader back on whom Coach Steen had based his hopes for a win, failed to puzzle the locals to any great extent so, when the third quarter started, J. Malone was given the task of carrying the oval on practically every play.

This youth seems destined for a short life as a grid player, since he has a bad habit of taking a leaping dive on nearly every run. The practice worked well against the Red and White, but is likely to prove disastrous to his physical welfare.

Be as it may, the touchdown drive started when Brewster kicked to the Ram's 49. Malone picked up nine yards on two plays and made what appeared to be a first down on another swan dive. Riverside was set back to their own 43 on a holding penalty, but made up this deficit on the next play when a pass carried to the local 43.

Malone made it a first down on the 37 and Perucci picked up a single yard when Malone took up the work again. He cracked through for 8 on the first play and registered another first down on the homester's 23 as the quarter ended.

Almost Halted

Perucci reeled off 8 and the obnoxious Malone made another first down as he arched to the 13. Here the Red and White braced, the Steenmen gaining only 4 yards on three plays. A pass, however, from Perucci to Rider gave the visitors four more chances from the Palmyra 3 and Malone made this on one excursion into the line.

The try for extra point via the pass route was null and void.

The second Riverside score, largely an anti-climax, came with a few minutes remaining to play when a Palmyra pass was intercepted on the home guard 11. In three plays Perucci and Malone reached pay territory and the former made good the conversion by means of a well-directed place kick.

Little Gain

Little can be said for the Palmyra offense, since the Red and White racked up only two first downs during the afternoon. Durgin accounted for one and Hoff the other.

With their running plays nailed cold, the Dimondmen took to the air on six occasions, but this effort was attended with little success, since four were incomplete and two were snared by the enemy.

The entire forward wall of Palmyra played good ball, being the only bright spot in the local performance.

Riverside made only three substitutions during the entire game.

The Lineup

Keen	RE	Costello
Lord	RT	Norwicke
V'Emburgh	RG	L. Malone
Washington	C	Theurer
Liberi	LG	Hellings
Calhoun	LT	Dmochowski
McDermott	LE	Joo
Stickle	QB	Pechillio
O'Neill	RH	Rider
Brewster	LH	J. Malone
Durgin	FB	Perucci

Score by periods:

Palmyra	0	0	0	0	0
Riverside	0	0	0	13	13

Touchdowns—J. Malone, 2. Point after touchdown—Perucci.

Palmyra substitutions — Dietz, Mickle, Faunce, Hoff, Fichter, Flournoy, Trotta, Austin, Groome, Villari, Broemme.

Riverside substitutions — Garbe, King, Schetler.

Officials — Referee, Dilleo, New Jersey State Teachers; Umpire, Smollins, Suringfield; head linesman, Shields, Springfield.

STATISTICS

Palmyra		Riverside
2	First downs	9
6	Forward passes attempted	7
0	Forward passes completed	2
1	Forward passes intercepted	2
3	Fumbles	3
2	Fumbles recovered by	2
2	Fumbles recovered	2
0	Penalties	2
0	Yards lost penalties	20

SCHOLARSHIPS

Students at the local high school may now learn from their principal full details of large scholarships to New Jersey College for Women, some of which are open only to girls who live in New Jersey. Since the final date for scholarship applications has been moved forward this year to March 9, 1940, the N. J. C. Scholarship Committee urges secondary school students who are considering entering college next fall and who will need financial aid to investigate scholarship opportunities immediately.

Attention of New Jersey students is called particularly to the Elizabeth Rodman Voorhees Scholarship of $700, open only to residents of New Jersey. The award will be made for one year and is renewable until graduation, provided the holder maintains a satisfactory record. Other scholarships open only to applicants from New Jersey are the Bonnie Wallace Le Clear Scholarship of $250 and the New Jersey Colonial Dames Scholarship of $200. These also may be renewed annually if a satisfactory record is maintained. While the above scholarships are for the exclusive use of New Jersey girls, there are a great many other grants open alike to students from New Jersey and other states. In all more than 100 scholarships are available for freshmen who will enter New Jersey College for Women next fall.

Complete information on all available scholarships for freshmen may be secured by writing to the Secretary of the Scholarship Committee, New Jersey College for Women, New Brunswick. Established in 1918 as a part of Rutgers University, New Jersey College for Women now has more than a thousand students. It is a liberal arts college which also offers professional courses in home economics, physical education, library service, pre-medical training, agriculture, journalism and ceramics, the last three in cooperation with Rutgers.

WEEKLY CARD PARTY

Mrs. Anna T. Denneler announces the weekly card party of The Riverstown Ladies Club will be held this (Thursday) afternoon at 2 o'clock in the home of Mrs. Mary Barr, Charles street, Palmyra.

LECTURE

The First Church of Christ, Scientist, of Riverton, announces a free lecture on Christian Science by James G. Rowell, C.S.B., of Kansas City, Mo., in the Broadway Theatre, Palmyra, on Sunday afternoon, December 3, at 3 o'clock.

The public is cordially invited to attend the affair.

Mr. Rowell is a member of the Board of Lectureship of the Mother Church, The First Church of Christ, Scientist, in Boston, Mass.

PARKER LOSES INITIAL ROUND

Efforts to secure a pension and one-year's back salary for Ellis H. Parker, former county detective, rebuffed in Atlantic City recently will be taken to the highest state court, according to Robert Criscuolo, Mt. Holly attorney who appeared for Parker before Supreme Court Justice Joseph B. Perskie.

Criscuolo, attached to the law offices of Powell and Parker, is revising briefs and preparing new arguments to be presented before the New Jersey Supreme Court when the January term opens shortly after the first of the year.

Refused

Parker lost the first move in his fight to collect a year's salary of $4,000 and his "legal pension" of $2,000 as a "retired county detective" when Justice Perskie refused an application for a writ of mandamus to compel the Board of Freeholders to make the pension payments. The court, however, reserved Parker the right to renew the motion before the entire Supreme Court. This action will be taken, Criscuolo said. At the hearing in January, Harry Green, sole remaining member of the Parker defense counsel in the famous case involving charges of kidnapping Paul H. Wendel, for which Parker and his son, Ellis, Jr., are serving time in the federal penitentiary at Lewisburg, Pa., will also appear.

Two Moves

Criscuolo made two legal moves, one calling for a review of Burlington County Prosecutor Eastwood's action in dismissing Parker on July 1, 1937, and the other, a writ to compel Burlington county to place Parker on the pension rolls.

He argued that Parker's conviction of a Federal offense did not disqualify him for a state pension under New Jersey laws.

Opposing the move, Burlington County Solicitor Christopher N. Pedditto claimed such an interpretation of the law would permit a man to commit crimes in 47 other states and then return to New Jersey with a clean bill of health as far as his pension rights were concerned.

BUSINESS

In 44 of the 48 states, business activity is running from eight to 36 per cent higher than at this time last year. The improvement has been brought about by heavy orders, partly war-created, flowing into scores of industries. Operating rate of the machine tool industry is 65 per cent higher than last January. Steel mills are running full blast, at 94 per cent of capacity. Anthracite sales are up 12 to 15 per cent, due to withdrawal from the Canadian market of coal mined in Wales. Textile mills are humming. Retail trade is better than a year ago. Ditto for automobile sales, electric power output, truck and rail equipment purchases, gasoline and oil sales.

K. of C. CARD PARTY

The Knights of Columbus are preparing to handle their biggest crowd of the season on Friday evening, December 1st in the home at Broad street and Elm avenue, when they will give another of their attractive card parties, this one under the sponsorship of Mrs. William McDermott, of Riverton.

A grand array of prizes is awaiting both those who play and those who come to watch.

Games will also be provided for those who do not play cards.

The door prize, a beautiful table model radio, will be given to the holder of the lucky admission ticket. Of course refreshments will be served at the close of the evening when everyone will have a chance to chat and compare scores.

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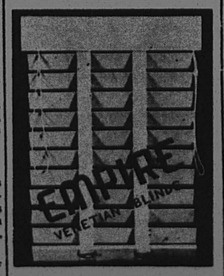

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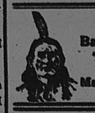
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Reorganization Fails

One of the talking points of President Roosevelt and his supporters in Congress in seeking a reorganization of the executive department of the federal government was that such reorganization would bring about economy and efficiency, reducing the number of bureauocracies and individuals on the federal payroll.

The first four months of the operation of the reorganization bill have signally failed to carry out this pledge. According to reports the first four months of operation under the new plan have seen the adding of 47,187 civil employes to the federal payroll. According to the United States Civil Service Commission the payrollers in the executive branch of the government numbered 885,766 on May 1st, while on September 1st the number had increased to 932,953. It will be remembered that the President's executive order reorganizing the federal establishment went to Congress on April 25th.

Expenses have naturally risen with the number on the payroll. For the month of April the executive branch payroll exclusive of military personnel and relief was $133,426,857. In August the figure was increased to $141,670,976. If the same ratio is kept up the increase in the federal payroll for the entire year will be something like $100,000,000. Therefore a promised decrease of $20,000,000 of such expenditures will very likely turn into an increase of five times that amount. The record of the New Deal since it went into power in 1933 is one which might have told us that there would be no fulfillment of promised economy. On the first of March, 1933 the executive civil payroll carried 563,487 names. The increase up to September 1st this year was 369,466 payrollers. The payroll now carries about 17,000 more names than it did at the peak of the World War, November 11, 1918. And the tragedy of it is that the increase continues in spite of reorganization and promises of efficiency and economy.

On March 2, 1930, President Roosevelt, then governor of New York, pointed with horror to the then current federal budget of 3½ billion dollars a year adding: "If we do not halt this steady process of building up commissions and regulatory bodies and special legislation, like huge inverted pyramids over every one of the simple constitutional provisions we shall soon be spending many billions of dollars more." Up to this time this process of increasing bureaucracy in Washington has not been stopped. The reorganization promulgated by the President four years ago did not stop it. Evidently something more will be required if we are to avert disaster. Probably it will be a change of management.

Growth of Radicalism

The growth of radicalism in the United States has been chiefly confined to our large industrial cities and centers of population. There have, of course, been some socialistic outbreaks in spotted agricultural communities but these have been comparatively few and far between and usually due to alien elements in the agricultural population.

It has been generally said, therefore, that the great hope of American tradition is the small city, the town and the rural community. This is as true now as before. However, with the tremendous growth of our cities and the fact that a greater percentage of our population is centering itself in urban centers make it all the more essential that the American people keep in touch with what is going on so far as subversive activities are concerned, and it may be stated that the recent disclosures that hundreds of employees of the federal government in Washington are members of an organization which has been characterized by radicals as a "fellow traveling" sect has not added any to our self assurance.

It is said now that nearly every large city in the United States is a center of some kind of anti-American organization. The agency which has served more than any other to bring these facts to light is the so-called Dies Congressional Investigating Committee. It has called in the witnesses and shown to the people just how many organizations in the United States are working for a totalitarian form of government either on the left or on the extreme right. It has demonstrated that we are being assailed on all sides by propaganda, some of it foreign in origin. In view of all this it seems essential that Congress should extend the life of the Dies Committee for another year. Only a small appropriation will be required and the results will be worth the amount of money spent a hundred fold.

If they are conducting a war of nerves over in Europe, as the correspondents tell us then maybe defeat will come to the nation which runs short of bromide.

—o—

It is said that government rationing of ham may ban the old reliable ham sandwich in England. Shucks, over here they have learned to make ham sandwiches without ham.

—o—

One problem to consider is how we could finance our part of another World War when we can't even balance our budget in an era of peace and neutrality.

—o—

An earthquake was felt along the Atlantic coast the other night. Maybe it was just that Garner boom getting under way.

—o—

Some people claim that nudism is a form of religion. If so, backsliding must be rather uncomfortable.

—o—

It is said that the munitions experts over in Europe are making bombs out of liquor bottles. A lot of bums have been made out of 'em in the United States.

—o—

The New Deal is against everything that happened in the Horse and Buggy days but hasn't got round to the task of abolishing antique furniture.

—o—

The old rooster sells for the lowest value of any kind of poultry. The same standard of value could easily be adopted for man.

—o—

When a man accuses his wife of ignorance the chances are he is right. If she hadn't been, she wouldn't have married him.

—o—

There are still plenty of opportunities. A lot of active and ambitious youngsters grow up to be secretary of their lodge.

—o—

If the warlords over in Europe want to do something really constructive they might send the boys home for the Christmas holidays.

—o—

It is said that the government may now try to go into the insurance business, which just about covers everything so far as federal activity is concerned.

—o—

We understand a prominent New Deal professor joined a nudist colony and then resigned because there was no chance to pad the figures.

ABOUT THE COUNTY

A new wrinkle in the detection of criminals has been introduced for the first time in this county by Detective G. Clinton Zeller, it was revealed this week.

The new experiment, which has proven unusually successful as an aid to the identification of criminals, is color photography. Working in cooperation with Francis Haskell, of Mount Holly, Zeller has photographed many county prisoners with film which produces their pictures in natural colors.

Charges of irregularities in Pemberton township, said to have been made before the Burlington County Grand Jury by Mrs. Yvette Gutenstag, Brown's Mills real estate operator, were found "unfounded and untrue," according to a presentment handed Judge Frank A. Hendrickson by the panel on Tuesday.

After several days of investigating the charges, the Grand Jury reported that "there was no believable evidence offered nor proof found," and indicated that no indictments had been voted in the matter.

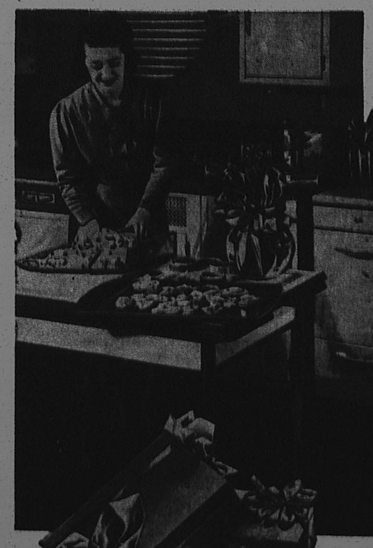
Scoring alleged laxity and "parlor hearings" of justices of the peace in New Jersey, William P. Young, president of the Burlington County Magistrates' and Constables' Association, made a plea for better standards for 'squires, in an address at the second annual dinner-dance of the organization, held recently in the Mansion House at Fieldsboro.

P. S. DECORATIONS

Decorations in keeping with the holiday season again adorn the commercial office building of Public Service Electric and Gas Company, Holly strips, wreaths and garlands, studded with vari-colored lights, are included in the display. The windows and sales floor have also been decorated.

In the holiday decorations this year on Public Service buildings throughout the state, more than 25,000 lights have been used.

If a small dog likes you, your bed soon smells like a kennel.



CHRISTMAS *Is Coming!*

CUT the cookies in Santa Claus form: shape them like Christmas trees or Christmas bells: decorate the Christmas cake with Yuletide trimmings. Your friends will be delighted with such delectable gifts. If you do your baking and cooking with a GP gas range, you should have no failures. GP means Certified Performance. Prices begin at $99.50 each. Terms are as little as a dime a day. Other oven heat regulated, insulated oven ranges from $44.50 up.

PUBLIC SERVICE

GEORGE SECTOR'S COOK BOOK ON SALE—25 CENTS A7241

OBITUARIES

Mrs. Anna M. Bailey

Mrs. Anna M. Bailey, of 448 Delaware avenue, died suddenly on Friday, November 24.

Funeral services were held on Tuesday at 2 p.m. from the Snover Funeral Home, the Rev. W. A. Boyd officiating.

Interment was made in Morgan cemetery. The deceased is survived by her husband Charles and three sons, Charles, Norman and Francis.

LOCAL OFFICIALS TAKING COURSE

John F. Ward, mayor, and Curtis Flynn, councilman of Palmyra, have enrolled in the basic training course in local finance being fostered by Princeton University and the Municipal Finance Officers' Association of New Jersey, an affiliate of the State League of Municipalities.

The members of the local governing body were among the first of the municipal officials to signify their intention of taking advantage of the course opened by the Princeton Surveys and the Municipal Finance Officers' Association to teach local finance officials the best methods of conducting their offices.

The course, the local men explained, is of particular importance at this time because of the many changes in State finance laws relating to municipal governments during the past few years. The Palmyra officials are among several from this county taking the course.

The school meets twice weekly. On Wednesday nights, sessions are held in the Commission Chamber, City Hall, in Camden, and on Friday nights duplicate courses are held in the Boys' Vocational School in Newark.

PALMYRA TENNIS CLUB HOLDS DEC. MEETING

The regular meeting of the Palmyra Tennis Club will be held at 8 o'clock this Friday evening in Society Hall, where the quarters have been newly renovated, ploished and shined. Plans for the Christmas Party are in full swing and will be discussed in detail at this meeting.

Those ping-pong ball chasers just can't be stopped. Brian Wood came out the first night with a custom built bat but soon fell by the wayside, along with Jermon, Faunce, Asay, Ballantyne and Marshall. And guess who came through the winnah! Yes, sir, you guessed it. Betty Baker beat all comers.

The second night was another story. They tell me Brian went to bed early the night before and ate a case of wheatties the next morning. It must have worked because he crashed through like a real champion. Jack Hannum, the runner-up, is in training this week—on spinach! and vows his diet will win out over the wheaties.

DEAN WICKS TO SPEAK

The 1939 activities of the Parent-Teacher Association, Moorestown Friends' School, reach a climax for the year in an address to that body and its friends by Robert Russell Wicks, Dean of Chapel at Princeton University.

The subject will be "Our Great Tradition" and the address will be delivered in the auditorium of the Moorestown Friends' School, December 6th, at 8.15 p.m.

The Parent-Teacher Association has invited all parents of children attending the school and their friends to attend.

SUPERVISORS MET HERE ON TUESDAY

The Burlington County Supervisors Association met at the Riverton Public School on Tuesday at 4 p.m.

After inspecting the building and classrooms, a short business meeting was held. E. Newbold Cooper, supervising principal of the elementary school at Girard College, spoke on "Practical Applications of Guidance and Personnel Work." The general theme of study for the year is guidance. Mr. Cooper outlined the work done in guidance at the college while in college and after graduation. Follow-up work covers a period of ten years after students leave the school.

JAYVEES WIN

The Palmyra High School junior varsity defeated the Woodrow Wilson reserves last week by the score of 14-0.

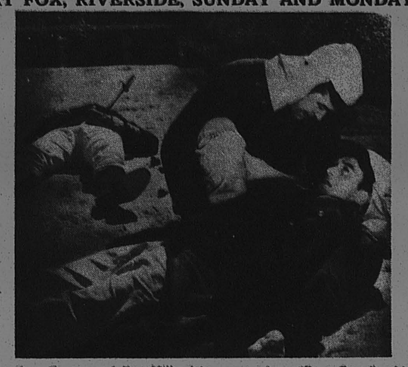
Conwell, of the locals, took the ball over for both touchdowns, making two runs of 60 and 30 yards.

WINS LETTER

Arthur H. Burns, Jr., of 701 Thomas avenue, Riverton, a freshman at Worcester Polytechnic Institute, was awarded his varsity cross country insignia by the athletic association at its fall meeting.

He also received class numerals for playing with the freshman soccer team, interclass champions, and winning an event in the freshman-sophomore track meet.

AT FOX, RIVERSIDE, SUNDAY AND MONDAY



Gary Cooper and Ray Milland in a scene from "Beau Geste", which plays at the Fox Theatre, Riverside, Sunday and Monday.

'Special Occasion' Breakfast

LATE risers often combine breakfast and lunch into an in-between meal called "Brunch." This has the usual steaming coffee and eggs but the food is prepared in a luncheon manner. The bread is often home-baked. Here are good recipes for an 11 o'clock "first meal of the day." (Shirred eggs and apple muffins require the same amount of time in the oven and may be baked together.)

BREAKFAST

Shirred Eggs, or
Fried or Buttered Eggs, or
Scrambled Eggs on Anchovy Toast
Bacon Apple Muffins
Coffee

Shirred Eggs

6 eggs — Salt
6 tsp. milk — Paprika
3 tsp. butter — Bread crumbs

Butter six custard cups, add one teaspoon milk to each. Carefully pour the eggs into the cups, add one-half teaspoon butter, salt, and paprika to each. Sprinkle with bread crumbs and bake at 400 degrees for twenty to twenty-five minutes. The eggs may be placed in the oven with the muffins.

VARIATIONS:

1. Shirred eggs with cheese: Sprinkle with grated cheese and bake.
2. Shirred eggs with mushrooms: Arrange one teaspoon sauted mushrooms on top of each egg and bake.
3. Shirred eggs with deviled ham: Place one teaspoon deviled or minced ham in bottom of cup. Carefully add the egg and bake.

Fried or Buttered Eggs

Fried or buttered eggs are seldom cooked to perfection. When properly cooked, the white should be almost translucent and the edges a pale yellow, not brown and tough. This can be easily accomplished with the simmer burner found on the gas range.

Use a smooth frying pan with sufficient butter or bacon fat to grease the pan well. Heat pan with flame on full, then turn to simmer. Break eggs into a dish. Carefully transfer to buttered pan. Add one teaspoon hot water to each egg and cover. Cook, covered, for three to five minutes. Serve on hot plate garnished with parsley, paprika and bacon.

Scrambled Eggs on Anchovy Toast

8 eggs, well beaten — Pepper
6 tbsp. water — 1 tbsp. shortening, melted
Salt — 6 slice toast
1 tube anchovy paste

Spread slices of toast with anchovy paste. Beat eggs and water together, salt and pepper. Melt shortening in skillet, add egg mixture and scramble. Spread scrambled eggs over anchovy toast. Serve immediately.

Apple Muffins

2 cups flour — ¼ tsp. nutmeg
¾ tsp. salt — 1 beaten egg
4 tsp. baking powder — ¼ cup milk
¼ cup sugar — ½ cup melted shortening
¾ tsp. cinnamon — ¾ cup chopped apples

Sift dry ingredients, beat egg and combine with milk and shortening. Mix with dry ingredients for one minute. Fold in apples. Bake at 400 degrees for twenty-five minutes. Makes one dozen.

AMERICAN STORES CO.

Special Sale!
Famous Heat-Flo Roasted
COFFEES

Thoroughly roasted coffee assures you richer, fresher, finer flavor. Taste the Difference—Save the Difference!

ASCO 2 1-lb bags 33c
Superb blend of the world's finest coffees.

Win-Crest Deep Rich Flavor lb bag 14c; 2 lbs 27c
BOSCUL Vacuum-Packed Coffee lb tin 27c
ASCO Pekoe and Orange Pekoe Tea ½-lb pkg 27c

Prunes Large Sweet California 3 lbs 23c
From famous Santa Clara Valley, 40-50 to lb.
Calif. Blenheim Apricots pound cello bag 17c
Fancy Evaporated Peaches lb 14c

Victor Fresh SLICED BREAD loaf 5c
Angel FoodCake each 25c
Farmdale Large Sweet Peas 2 No. 2 cans 21c
Joan of Arc Kidney Beans 2 No. 2 cans 15c
Farmdale Cut Stringless Beans 2 No. 2 cans 15
Gold Seal Rolled Oats Quick or Regular 20-oz pkg 7c; 45-oz pkg 15c

Bartlett Pears No. 2½ can 15c
Fancy Rice Blue Rose lb 5c
Pea Beans 3 lbs 14c
ASCO Quick or Pearl TAPIOCA 2 pkgs 15c
ASCO Chocolate or Vanilla PUDDING 3 pkgs 10

MILK ASCO Evaporated 3 tall cans 19c
Oleomargarine ASCO pound carton 15c
Fresh Prunes In rich syrup. 2 No. 2½ cans 19c

ASCO Self-Rising BUCKWHEAT or PANCAKE FLOUR 20-oz pkg 5c
ASCO Pure Golden Table Syrup 1½-lb can 10c

Clapp's Strained Baby Foods 3 tins 20c
Hormel's SPICED HAM 12-oz tin 29c
ASCO No-Waste SlicedBacon ½-lb pkg 10c
Fancy Full-Cream CHEESE lb 25c
Pint Bottle Rainbow Bleach 1c

Hom-de-Lite Fresh Pure MAYONNAISE pint jar 17c
Octagon Products
Laundry Soap 3 cakes 10c
Toilet Soap 2 cakes 9c
Super Suds 19-oz red pkg 15c
Cleanser 2 cans 9c
With Purchase of Maid Broom at 29c

Selected Quality Fresh Produce

Juicy Florida Oranges doz 15c
Large Sweet Calif. Emperor Grapes 2 lbs 15c
Large, Sweet Florida Tangerines dozen 15c
Large Stalks California Pascal Celery each 10c
Crisp, Tender Calif. Iceberg Lettuce 2 heads 15c
PEARS Calif. Bosc 7 for 15c

Lean Fresh Rib End—Up to 3½ lbs.
Pork Loin Roasts lb 14c
Whole or Either Half lb 17c
Cut from fancy, top quality, corn-fed porkers.

GLENWOOD Apple Sauce 2 No. 2 cans 15c
Long Cut Sauer Kraut lb 5c

Genuine Lamb, the Finest Obtainable
Legs Lamb To Roast lb 23c
Loin or Rib Lamb Chops lb 39c
Rack, Shoulder or Neck Lamb lb 19c
Lean Lamb Breast to stew 2 lbs 19c

Fancy, Fresh Killed Young Tom Turkeys lb 27c
Weighing over 18 lbs.
Pioneer Brand, Young Hen Turkeys lb 29c
Carcasses of these fancy fresh killed turkeys are arriving daily. Leave your order early.
Kersey's Fresh Pure Pork SAUSAGE lb 21c

Kersey's Fresh Meaty SCRAPPLE lb 10c
Extra Select Oysters doz 15c
Fancy Sliced CODFISH lb 12
Fresh Jersey SEA TROUT lb 10c
Jersey BUTTERFISH lb 9c
ASCO Smoked County SAUSAGE lb 29c

Where Quality Counts and Your Money Goes Furthest
These Prices Effective in Our Stores and Meat Markets in Riverton and Vicinity

Church Notices

BETHANY EVANGELICAL LUTHERAN CHURCH
Rev. Oliver W. Powers, Pastor

Sunday is the beginning of a new Church Year, and is in fact the Church's New Year's Day. It is called the First Sunday in Advent. It is thus a season of anticipation, and so penitence and prayer, anticipating the great Christmas Festival.

At the chief service on Sunday, 11.00 a.m. the pastor, the Rev. Oliver W. Powers, will preach on the subject "Let Us Awake."

At the evening service the Women's Missionary Society will conduct its annual Thank-Offering Meeting. Offerings are gathered once a year all over the Church and used for all mission work, including foreign missions, home missions, and social missions. Mrs. Oliver W. Powers will speak of the new objective of the Society "The Children of the Church." Others taking part are the president Mrs. Walter Pike, Mrs. James Ingram, Mrs. Jacob Wilcox, Mrs. Walter Schopp. Mrs. Charles Wyakoop, contralto, will sing.

CHRISTIAN SCIENCE CHURCH

"God the Only Cause and Creator" is the subject of the lesson-sermon in all Churches of Christ, Scientist, on Sunday, December 3.

The Golden Text is: "Let all the earth fear the Lord: let all the inhabitants of the world stand in awe of him. For he spake, and it was done; he commanded, and it stood fast." (Psalms 33:8, 9).

Among the citations which comprise the lesson-sermon is the following from the Bible: "For they that are after the flesh do mind the things of the flesh; but they that are after the spirit the things of the Spirit. For as many as are led by the Spirit of God, they are the sons of God." (Romans 8:5, 14).

The lesson-sermon also includes the following passage from the Christian Science textbook, "Science and Health with Key to the Scriptures" by Mary Baker Eddy: "Neither anatomy nor theology has ever described man as created by Spirit—as God's man . . . Divine Science rolls back the clouds of error with the light of Truth, and lifts the curtain on man as never born and as never dying, but as co-existent with his creator" (pp. 148, 557).

CENTRAL BAPTIST CHURCH
Rev. George Lockett, B.D., Pastor

Services Sunday, December 2nd.

Bible School, 10.00 a.m.—Sixty minutes is rather a short period to spend for such an important education. That is why the program is so arranged that every second of these sixty minutes is made real use of. It is, therefore, important that every member arrive on time. The opening exercises, with the short talks by the superintendents, are no less important than the rest of the program. The "Talkette" by Superintendent William Cooper was thoroughly enjoyed by the older folks as well as those of the younger years.

Morning worship, 11.15 a.m.—Pastor Lockett will preach on "The Mission of Jesus" at the morning service. The sermon will be prefaced by anthems and solos by the choir. Immediately following the close of the service, Communion will be observed, to which every Christian, irrespective of creed, is invited to participate.

B.Y.P.U.—6.45 p.m.—A meeting of one hour, filled with interest for young people of high school age

Evening Worship, 7.45 p.m.—"Brotherhood," the lack of which feeling is responsible for the conditions of today, will be the subject of the sermon by the pastor for the evening service. The usual song service and choir selections will precede the sermon.

Wednesday, 8 p.m. — Midweek prayer service, to which all are invited.

WESTFIELD FRIENDS MEETING
Burlington Pike
Sunday Morning
10 o'clock—First-Day School.
11 o'clock—Meeting for worship.

About the only thing we've learned from experience is that we can't make money without working.

Wesleyan Men's Bible Class

For the Men of the Community

John Wesley, on his return to England from America, said, "I went to convert the Indians, but who will convert me," thus expressing his felt need of a positive experience in saving grace. Hitherto a devout observer of the ceremonials of the Church, he lacked the "I know" of assurance of faith.

Happily Mr. Wesley found fellowship in London with the Moravians, among whom was the scholarly and saintly Peter Bohler, whose ministry was helpful in leading Wesley to a richer and personal knowledge of the life in Christ, which experience climaxed in Aldersgate Street.

This event of immediate fellowship with religious groups by Wesley emphasizes the advantage to one seeking a deeper religious experience and a definite asurance of faith.

Hence the worthwhile brotherly fellowship one may find in our Bible Class in not only contacts, but in the inspiration that comes from Bible instruction and companionship of others whose aspirations are likewise with ours.

With such avowels of faith there represent a truly Christian brotherhood. Come with us and add to the higher religious purposes and inspirations next Sunday morning at 9.50.

SACRED HEART CHURCH
Riverton, N. J.

Rev. John F. Welsh, Pastor
Rev. Vincent A. Luther, Asst Pastor

Sunday Masses—7.00 - 9.00 - 10.15.
Daily Masses—7.00 - 7.45.

On Wednesday, November 29th, the sacrament of confirmation was administered in Sacred Heart Church by the Most Reverend Moses E. Kiley, Bishop of Trenton. A group of one hundred and eleven children and fourteen adults received the Sacrament. Confirmation is the Sacrament of the Holy Ghost who comes to the recipient in a special way to fill with a better understanding of the truths of Christ, to give courage and strength to serve from henceforth as a soldier in the army of Christ. The services of Wednesday afternoon were mindful of the first Confirmation conferred by heaven itself upon the Apostles assembled on the first Pentecost. It is the hope and prayer of all that these new soldiers of Christ will ever carry on as brave and conscientious troopers, to bear courageously the banner of the Holy Ghost against all the dangers of a fickle world.

—o—

The Sacred Heart Dramatic Club will produce their play, "The Absent-Minded Bridegroom," on Tuesday evening, December 5th. A dress rehearsal will be held on Sunday afternoon. The play is a delightful comedy in three acts centered about a man who suffers from voluntary loss of memory. The forgotten widow and the complications arising from many directions offer a laugh from beginning to end.

—o—

The Devotions in honor of Our Lady of the Miraculous Medal conducted on Monday evenings at 7.45 have been most successful. Those who have not begun this Novena are reminded that they may start on any Monday night.

—o—

Last week some comments were made in this column about the attendance of children at religious instruction classes. These instructions are being held on Fridays. Elementary public school children will report in the afternoon at 3.45. Public high school children will come in the evening at 7.15. Parents are urged to see to it that their children attend these instructions.

CHRISTIAN SCIENCE CHURCH
First Church of Christ, Scientist
Thomas Ave. and Seventh St.
Riverton, N. J.

Sunday School, 9.30 a.m.
Sunday Services, 11 a.m.
Wednesday, 8.00 p.m.
Reading Room in Church Building Thomas Ave. and Seventh St., Riverton, open Tuesday and Friday, 2.30 to 4.30.

Westfield Friends' School

On Wednesday morning, November 22, Westfield Friends' School gave a Thanksgiving program at the Cinnaminson Home for Convalescents. This has become an annual affair and is looked forward to by the parents and children. The guests of the Home are different each year and this makes additional interest for the children. Arthur Platt and Russell Laslockey were the masters of ceremony and conducted the entertainment pleasingly.

The program consisted of a Puppet Show given by the older groups. The puppets were made by the children and each was significant of a character in their favorite books. The dialogue was made up to follow out the parts taken by the puppets. The younger classes gave, "Around the World with the Animals." The large world map showing the homes of many different wild animals was displayed and the children gave original articles, stories, and poems about these animals. The Thanksgiving theme was carried out in songs.

Mrs. Pennel of 'Bookways' Moylan-Rose Valley, Pa., will be at the school to display and sell childrens' books on November 28. Miss Cadwallader's talk of November 16 has made the students especially familiar with the newest and best in childrens' books.

PLANS COMPLETE FOR FATHER AND SON BANQUET

Plans for special music at this year's Father and Son Banuet next Tuesday, December 5, have been completed by the Y.M.C.A. committee under the chairmanship of C. B. Marple. William Hay, of Horsham, Pa., will be there with his accordian. Carl H. Thomas has been invited to lead the singing, and Secretary Guy C. Hendry will bring his cornet. The affair will be held in the Central Baptist Church, Palmyra.

Various members of the Palmyra-Riverton Y.M.C.A. Board who are handling the ticket sale are encouraged by the demand.

The dinner will be served again this year by the Y.M.C.A. Women's Auxiliary, of which Mrs. John C. Hoepfner is the president.

Lawrence B. Parker, president of the Palmyra-Riverton Y.M.C.A. Board, who will serve as toastmaster, will call upon Rev. Mr. George Lockett, pastor of the Baptist Church where the banquet is to be held, to return thanks.

Speaker

Experiments and demonstrations by Professor Showell C. Dennis, of Girard College, during the presentation of his "Chemical Magic program promise to be exceedingly interesting.

Fathers will learn a lot from the young man on the program who will tell them about the kind of Dad he is going to be when he grows up, and some father may address his remarks to the sons telling them what kind of a son he would be if he could be a boy again.

A last minute order for tickets may be placed with any of the following members of the Y.M.C.A. Board: Howard B. Conover, Grover F. Fox, Paul R. Jones, Charles B. Marple, Lawrence B. Parker, Charles W. Ray, Floyd W. Spahr, Charles Stickney, John F. Ward, George N. Wimer, from Palmyra; and Robert G. Adams, Walter S. Barclay, E. Newbold Cooper, Francis B. Elwell, Robert J. Finney, Nathan Lane, Clifton P. Mayfield, Victor Ritschard, Richard M. Woodward and Charles H. Yost, from Riverton.

FIRST CALL FOR CHRISTMAS TOYS

Have your children toys with which they no longer play? If so, you will assist the members of Post Frederick M. Rodgers, American Legion, of Palmyra, by phoning Avery Willis, Riverton, 910-R-3 or J. Russell Musser, 709-W in order that members of the Legion Christmas Toy Committee may call for them, put them in first class condition and distribute them to needy children on Christmas.

Each year, the post members do a vast amount of work on the toy project and help scores of youngsters to have a real Christmas. The early cooperation of all local residents will be greatly appreciated.

The Legion Children's Party will be held in P. O. S. of A. Hall, on Friday, December 22. According to George M. Durgin, chairman of the party committee, nearly 200 guests are expected.

Donations to aid in making the affair its usual success are asked from citizens of this community. Phone Mr. Durgin if you can help.

AUXILIARY MEETS

The officers of the Riverton Branch of the Zurbrugg Memorial Hospital Auxiliary met on Monday afternoon of this week at the home of the president, Mrs. Arthur T. Hagstoz.

At this time plans for future work of the organizations were discussed including an outline of a project for raising funds to provide equipment that is urgently needed by the hospital.

Ideas come as a result of thinking, not as a lack of it.

FIRST CHURCH OF CHRIST, SCIENTIST
IN RIVERTON, NEW JERSEY
ANNOUNCES A
FREE LECTURE ON CHRISTIAN SCIENCE
BY
JAMES G. ROWELL, C.S.B.
OF KANSAS CITY, MO.
Member of the Board of Lectureship of The Mother Church, The First Church of Christ, Scientist, in Boston, Massachusetts
in the BROADWAY THEATRE
PALMYRA, N. J.
Sunday Afternoon, December 3rd, 1939
AT 3:00 O'CLOCK
THE PUBLIC IS CORDIALLY INVITED

WAIT!
before you spend ALL of that Christmas Club check . . . why not take a part of it and give yourself some of that good WILLIAMS fuel oil or coal. That's a practical suggestion that will keep you warm for many weeks and give you REAL VALUE for your money.
PHONE 1100 FOR PROMPT DELIVERY
H. B. WILLIAMS
FUEL OIL - COAL - COKE
PALMYRA

For Every Purpose
● STATIONERY
● MAIL PIECES
● BILLS
● FORMS
● CIRCULARS
For Complete Estimate and Layout Phone Riverton 712
The New Era, Inc.
RIVERTON

AN EXQUISITELY LOVELY GIFT . . . for the convalescent or shut-in, is a potted plant of the
Fancy-leaved Caladium "Candidum"
This bears a large crown of transparent pure white leaves, each with a narrow border of bright green and green ribs. Stop at the nursery and see it.
HENRY A. DREER
Building the Garden Beautiful since 1838
Please bear in mind when making up your Christmas list that living plants are always acceptable and that Dreer has an immense assortment.

Alley Gossip

Ladies League

High Singles—
Miss Brown, 188.
Miss Warner, 193.
Miss Saylor, 197.
Mrs. Story, 190.
Mrs. Haines, 199.
Mrs. Swartz, 177.

The Standing

	W	L
Luckies	22	8
Kools	20	10
Wings	18	12
Murads	17	13
Marvels	8	22
Camels	5	25

Artisans

High Singles—
Baker, 213.
Harvey, 237.
Zaun, 214.
Taylor, 204.

The Standing

	W	L
Highwaymen	17	7
Bootleggers	15	9
Bandits	14	10
Demons	14	10
Footpads	14	10
Thieves	12	12
Pirates	10	14
Buccaneers	0	24

Faculty League

High Singles—
Dimond, 227.
Miss Haney, 204.
Terrill, 214.

The Standing

	W	L
Poodlers	8	4
Kibitzers	7	5
Torturers	7	5
Demons	6	6
Alibiers	6	6
Safeties	5	6
Amateurs	4	8
Pros	4	8

Burlington County League

High Singles—
Schmidt, 226.
Haines, 225.
Nelson, 256.
Zaun, 209.
Denneler, 213.
Fallon, 209.
Mueller, 202.

The Standing

	W	L
Riverside	19	8
Sky Chief	19	8
Beverly	18	9
Prudential	17	10
Shorten	15	12
Garden State	11	16
Medford	5	22
Palmyra	2	25

Business Men's League

High Singles—
Hardy, 210.

The Standing

	W	L
Dawleys	26	10
Farmers	20	16
Clewes	19	17
Fortnums	18	18
Lloyds	18	18
Bell & Evans	18	18
Parry Fire	12	24
Millside	13	23

Public Service League

High Singles—
Sandusky, 211.
Killem, 205.
Casiero, 227.

The Standing

	W	L
Commercial	14	7
Office	13	8
Lineman	13	8
Generation	11	10
Meter	7	14
Bus	5	16

Turkey Winners

Brown, Sauerhoff, Blackman, Hurtz, Klein, H. Schuck, Sholl, Mrs. Henry, Miss Mattison.

HOCKEY TEAM WINS AND LOSES

The Palmyra High School girls' hockey team won one game recently and met defeat in another.

The win, a 3-2 affair, was registered over Burlington, while the reverse came at the hands of Pemberton, the count being 4-1.

Life begins at forty, and so does a difference of opinion about radio programs.

CAST CHOSEN FOR JUNIOR PLAY

"The Goose Hangs High," by Lewis Beach and directed by Miss E. K. Ziegler, is the play that will be presented by the members of the junior class of Palmyra High School, in the school auditorium on Friday and Saturday evenings, December 8 and 9.

The cast is as follows:

Bernard Ingals, John Mustard.
Eunice Ingals, Ethel Cummings.
Noel Derby, William Burgess.
Leo Day, Norman DeLaney.
Rhoda, Sarah Robinson and Thelma Bowman.
Julia Murdock, Lillian Marshall.
Mrs. Bradley, Edith Kirk and Ruth Haines.
Hugh Ingals, Robert Hosier.
Ronald Murdock, Irwin Booth.
Lois Ingals, Marilouise Baker and Louise Rahelic.
Bradley Ingals—David Miller and Henry Flaemig.
Dagmar Carroll, Dolores Kelly.
Elliott Kimberly, George Rivel.

Country Club Notes

Ladies League

Miss Gausler's team has a lead of one game over the bowlers captained by Mrs. Capehart, the standing of the pace-setters being 15 and 9.

High Singles—
Mrs. Burns, 150.
Mrs. L. Lippincott, 163.
Mrs. Langenburg, 173.
Mrs. Bush, 163.
Mrs. Anderson, 175.
Mrs. Story, 193.
Mrs. Ritschard, 160.
Mrs. Ayres, 164.
Mrs. Hendrickson, 162.

The Standing

	W	L
Miss Gausler	15	9
Mrs. Capehart	14	10
Mrs. Hendrickson	12	12
Mrs. Story	10	14
Mrs. E. Lippincott	12	12
Mrs. R. Lippincott	9	15

Men's League

The Hagstos pin topplers have lost only two games, but are being pressed by Bonsal and Lippincott in a tie for second place.

High Singles:
Farrell, 206.
Hackett, 205.
Hagstos, 224.
Coe, 209.
Jacoby, 212.
Ayres, 202.

Season Record—
High Three—J. E. Lippincott, 642.
High Single—Howard Coe, 266.

The Standing

	W	L
Hagstos	16	2
Bonsal	14	7
Lippincott	14	7
Jamison	12	7
Clark	10	11
Woods	8	10
Frank	9	12
Hendrickson	8	13
Elliott	6	12
Wilson	4	14

PALMYRA WINS ANOTHER GAME

The Palmyra Red Devils administered their second defeat of the season to the Riverside Greyhounds, last Sunday afternoon on the field of the enemy, the score being 19-7. In a previous tilt, the locals were on the long end of a 6-2 count.

Palmyra is now endeavoring to secure a game with the St. Joe outfit of Beverly, in order to definitely decide the county grid championship.

In Sunday's encounter, W. McDermott, former P.H.S. luminary, lugged the oval over the goal for two of the six-pointers. Nicastro made the other tally.

The Devils, composed largely of high school grads, have rolled up four wins and have suffered a pair of reverses. The team, under the tutelage of Pete Heisler, has advanced rapidly during the year, and, as a result of its fine performance has recruited a large following.

YWCA NOTES

A "Family Album" program is being planned by Miss Katherine Lucchini, general secretary of the Burlington County Y.W.C.A. and Miss Virginia Slim, girls' work secretary, for the annual meeting of the Burlington City Y.W.C.A. to be held early in December.

The Bordentown Industrial Club, under the leadership of Miss Evelyn Echols, will sing, while the Roebling Girl Reserves, of which Mrs. George McMeans is the adviser, will present a friendship ceremonial. A tableau business meeting will be presented by the Springside Girl Reserve club, of which Miss Mildred Griscom is the adviser. A recreation scene will be in charge of the Stevens Station club, under Mrs. Joseph Snyder. The Shedaker Girl Reserves, with Miss Evelyn Willis as leader, will present craftwork, and the Allen School club, under Miss Edith Christianson, will do group services. Refreshments will be served by the Burlington Senior Girl Reserve Club of which Miss Dorothy Bonner is the leader.

County Notes

The Masonville Girl Reserves have started to publish a school paper, with Ruth Davison as editor.

Mrs. Edward Jack, of Burlington, is working with Mrs. Joseph Snyder of Stevens Station, as assistant adviser of the Stevens Station Girl Reserve Club.

The Burlington County Y.W.C.A. has received an invitation from Mrs. Alida Cory, general secretary of the Suffolk County, N. Y., Y.W.C.A., to attend an all-day meeting of the Negro Women's Council at 600 Lexington avenue, New York City, January 11, 1940.

Miss Katherine Lucchini, general secretary of the county association is assisting with the Pemberton Leisure Time School as part of her work in adult education required for her masters degree at Teachers' College, Columbia University.

SAFETY COUNCIL ORGANIZED HERE

Local officials attended the P.T.A. meeting held Tuesday evening, November 21, and the session of the Safety Committee held immediately thereafter. Mayor John F. Ward, Councilman Curtis Flynn, and Police Captain Rodgers, expressed their approval of the newly-organized Community Safety Council, and stated that criticisms and suggestions from this group will be given due consideration.

Personnel

The council consists of the following members: J. P. Hughes, Palmyra teacher, who was elected president; Paul R. Jones, supervising principal of the Palmyra schools; and students of the high school, Adaline Taloricco and Robert Cooper; Palmyra grade school representatives, Mary Egan, Harriet Egan and Thomas Bogia; R. T. Callahan, teacher for Riverton schools, and pupils, Katherine Krantz, Barbara Haberern, and Dick Wagner; Mrs. E. A. Kavanagh, for Sacred Heart Parochial School, and pupils, Dorris Dennis, and James Ross; Mrs. E. B. Parker, teacher for Cinnaminson School No. 2, and pupils, Calvin Knowlton, Earl Hunter, and Warren Gluyes; Mrs. Eleanor Young, teacher for Cinnaminson School No. 4, and pupils, Courtney Houston, and Samuel Murray.

Riverton officials who attended the meeting were Councilman Nathan Lane, and Chief of Police Gootee. Both men expressed themselves in favor of the council.

Next Meeting

The date for the next meeting was set for Wednesday evening, November 29, at 8.00 o'clock in room 111. Plans for a survey of local hazards will be discussed, and a more complete organization of the council will be considered.

At the P.T.A. meeting held earlier in the evening Mr. Hughes spoke on the need for safety education, the record of safety education in the Palmyra schools, and the plans for safety during the 1939-1940 school term. At the present time the schools are making great efforts in the direction of safety education. It is being taught in the lower grades in many different ways; the upper grades devote one period a week to this work. In the high school regular instruction is being given and monthly fire drills are held. Mr. Cook and the local police are doing a splendid piece of work in protecting the children at dangerous street crossings and at the railroad.

HITCH HIKING CRITICIZED

"Student hitch-hiking" is roundly criticized by safety officials of the Keystone Automobile Club, who say it has become a serious problem, not only in this State but in many other sections of the country. Authorities are disturbed over the tendency of students, usually of high school age, to discard the safety lessons of the class room and subject themselves to injury begging rides on the highway.

"The purpose of safety education in the schools," said Trevor B. Mathews, manager of the Camden division of the club, "is to produce a better class of drivers and pedestrians. It is disheartening, therefore, to note that boys of high school age forget their training and, aside from making a nuisance of themselves, actually endanger their lives by standing in traffic lanes wiggling their thumbs in appeal for a 'hop,' or actually jumping on running board or bumpers when cars are halted in traffic.

"It is not a pretty picture. There is no dignity in begging, whether for a ride or for alms. Self-respect alone should decide students against the practice, although it is recognized the boys regard hitch-hiking in the nature of a lark.

"Motorists incur serious responsibility when they accede to the pleas of thumb-jerkers, whether students or professional hitch-hikers. Their good intentions are of no value whatever when they are faced with damage suits arising from injury to their self-invited guests.

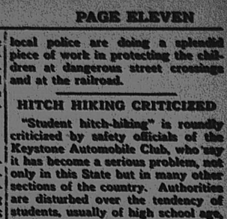
"We should like to see more evidence of student understanding of the true meaning of highway safety."

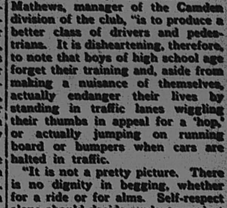
The hardest part about most jobs is in the starting.

SAYOR
MARKET at BROADWAY
NOW PLAYING
DEANNA'S IN LOVE!
A new *grown-up* star joins the romantic heroines of the screen!

ALSO
A NEW
MARCH
OF
TIME

PALMYRA BROADWAY
DIRECTION VICTORIA AMUS. CO.
Matinee Daily at 2.00 p.m.
Evenings 7.00—9.00 o'clock
THURSDAY, November 30
Double Feature Bargain
JOE E. BROWN and MARTHA RAYE in
$1,000 a Touchdown
—AND—
JANE WITHERS and THE RITZ BROTHERS in
Pack Up Your Troubles
Free Gifts to the Ladies
Please Note: Evening shows start at 6.30 p.m.
FRIDAY and SATURDAY
December 1 - 2
WALLACE BEERY with CHESTER MORRIS and VIRGINIA GREY in
Thunder Afloat
A picture as timely as the headlines of your newspaper!
—Saturday Matinee Only—
1st exciting chapter of new serial
"THE PHANTOM CREEPS"
with BELA LUGOSI
MONDAY and TUESDAY
December 4- 5
Another Big Double Feature Bargain
MISCHA AUER with BABY SANDY and SHIRLEY ROSS in
The Unexpected Father
—AND—
CONRAD VEIDT in
"U-BOAT 29"
Monday—Free gifts to the ladies.
Please Note: Owing to the length of this double feature we will start our evening shows promptly at 6.30 o'clock.
WEDNESDAY, December 6
1—DAY ONLY
BOB HOPE and PAULETTE GODDARD in
THE CAT AND THE CANARY

FOX RIVERSIDE
THURSDAY, November 30
JOEL McCREA and ANDREA LEEDS in
"THEY SHALL HAVE MUSIC"
with JASCHA HEIFETZ
Friday and Saturday, December 1 - 2


Also—PETE SMITH'S "FOOTBALL THRILLS OF 1938"
Extra Added Saturday Matinee
JOHN HOWARD in
"ARREST BULLDOG DRUMMOND"
Sunday and Monday, December 3 - 4


Tuesday, December 5
ZORINA in
"ON YOUR TOES"
Wednesday and Thursday, Dec. 6 - 7
Thrill Chills! Laughs!

Also— Another
CRIME DOES NOT PAY"

The Porch Club

Mr. Charles Goren continued his lectures on leads on Thursday morning, November 16th. He has published a book on this subject which may be had for the sum of 50 cents. Copies will be at the Porch Club at his next and last lecture, which will be on December 7th, at 10.15 a.m.

—o—

On Tuesday, November 21, Mr. Winston Parker, of Moorestown, talked at the club on the care of shrubs and trees. Some very interesting and useful information, especially for those interested in the moving of shrubs, was gained by Mr. Parker's talk. The meeting was well attended.

—o—

The last meeting for those sewing on Red Cross garments, under the direction of Mrs. Stewart Borger, at the Club was held on November 28th. The quota of garments was finished and packages wrapped.

All of the meetings were well attended and Mrs. Borger and her committee have worked hard to see that the garments were finished at this time. Tea was served at each meeting. Some of the work that has been done, will be on display at the December 5 meeting of the club.

—o—

On December 5, there will be a business meeting at 2.30 p.m. At this time the choral of the club will sing Christmas carols and Helen Schriver Mueller, pianist, will entertain the members.

The Woman's Exchange will also be held on this same day. Mrs. Gilbert Coe will be at the club at 1.00 p.m. to receive articles to be exhibited. The sale will be from 2.00 to 5.00 p.m.

P.T.A. MEMBERSHIP

Only 10 more shopping days for your Palmyra P.T.A. Membership. Contest closes December 10th. Returns must be made by the above date for classes to qualify for the contest.

WANT-ADS

LOST AND FOUND—RENTS—SALES
HELP WANTED
CLASSIFIED ADVERTISEMENTS
Rate 10c Per Line
(Lines Average 6 Words)
Minimum Charge 30c for Each Ad
Phone 712

WANTED: Morris chair for sick person. Anyone having one to donate call 107-R. 11-30-1t

WANTED: Used canoe in good condition. Call Riverton 350. 11-30-1t

FOR RENT: Furnished private apartments, couple share same kitchen, modern. Inquire 512 Main street, Riverton.

SALE: Woman's new winter coat, medium size, half price. Call New Era Office. 11-30-1t

RENT: Furnished apartment, 408 Morgan avenue, Palmyra. Garage. Phone Riverton 247-W. 11-30-tf

SALE: 7 shares Cinnaminson Bank stock, sacrifice immediately to settle estate. Write Box R, New Era. 10-5-tf

SALE: Dining room furniture. Write Box "R" New Era. 10-12-tf

WANTED: White girl for cooking and general housework, not over 40 years, wages $10. State references. Telephone Riv. 400 between 2.30 and 5 p.m. or between 7 and 9 p.m. 11-30-1t

MEN YOU CAN MAKE from $40 to $60 per week right here in Palmyra and Riverton if you are both willing to work and willing to learn. This opening is with an established local firm. The position calls for a man willing to work long hours—a man who will follow instructions and has at least the equivalent of a high school education. This is a selling proposition of products of proved merit. Apply by letter giving complete history, stating education, etc. Previous selling experience not essential. Write Box "X" The New Era Office, Riverton, N. J.

Legal Notices

BOROUGH OF RIVERTON

NOTICE IS HEREBY GIVEN that the assessors appointed by the Borough Council of The Borough of Riverton in the County of Burlington to assess the benefits upon and to determine the damages, if any, to all lands and real estate resulting from the construction by the said Borough, as a local improvement, of concrete curbs on portions of Highway, Seventh Street, Lippincott Avenue, Fourth Street, Thomas Avenue and Howard Street, pursuant to an Ordinance of the said Borough adopted May 11, 1939, have duly filed their Report of Assessments, and that the Borough Council of the said Borough, at a meeting thereof to be held in the Council Room on the second floor of the Fire House, situate on the Northeasterly side of Howard Street, between Main Street and Fifth Street, in the Borough of Riverton, Burlington County, New Jersey, on

THURSDAY, DECEMBER 14, 1939
at 8 p.m.

will consider said Report of Assessments and adopt and confirm the same, with or without alterations, as they may deem proper, or refer said Report to a committee of their own number, or to the said assessors, for revision or correction; at which meeting, before action upon said Report, an opportunity to be heard will be afforded by the said Borough Council to all persons interested in the said assessments or any of them.

By Order of the Borough Council of The Borough of Riverton in the County of Burlington.

DANIEL M. CLIFTON,
Borough Clerk.

Dated: November 30, 1939.

Brown: "What will you give me for my daughter's piano?"

Nayber: "I'll give you $3 a cord for it, sawed, split and delivered in my woodshed."—Exchange.

A golfer was driving off about a foot in front of the teeing mark. The club secretary happened to come along.

"Here!" he cried indignantly. "You can't do that! You're disqualified."

"What for?" demanded the player.

"You're driving off in front of the mark.

The player look at him with pity. "Away with you!" he said tersely. "I'm playing my third stroke!"

Let Me be your Santa Claus

Your Old Car—*and a part of your Christmas Club Check*

will enable you to present the family with a bright, new-looking Dawley Safety Tested Used Car. Here is a Christmas Gift that everybody will enjoy and the economy of driving a later model used car will put money back in your pocket each month after Christmas.

Here are a few of our Finest Used Cars

1937 De Soto deluxe Tudor Sedan. One owner and in perfect shape. $180 down, $23.87 a month for 18 months.

1935 Chevrolet De Luxe Coach, in the best of shape, $100 down and $18 a month.

1936 Oldsmobile Sedan, new rubber, a real good car, heater and radio, $150 down, $20.72 month for 18 months.

1938 De Soto 4-Door Custom Sedan, Fully Equipped with radio and heater, one owner, $210 down, $29.02 per month for 18 months.

1934 Plymouth 4 - Door Sedan, low mileage, one owner, original finish, heater, ready for the road, stop and look it over, $85 down, $15 month.

1934 Chevrolet De Luxe Coach, just reconditioned throughout lots of transportation left in this car $85 down, $15 a month.

1934 CHEVROLET TRUCK—131 inch wheelbase, chassis and cab, dual wheels, helper springs, good tires, one owner, this truck has never been abused. $75 down, $15 month.

YOUR PRESENT USED CAR ACCEPTED IN TRADE

Get the Christmas Spirit Early—See Us NOW!

'JACK' DAWLEY, Inc.

10 Broad Street, Riverton

TELEPHONES—Riverton 1212—Merchantville 580

PHILA. MARKET HOUSE

BROAD and GARFIELD AVE.
PALMYRA, N. J.
Phone 1200 Free Delivery

CALIFORNIA
ICEBERG LETTUCE
2 heads 15c

FANCY TENDER
HEARTS OF CELERY
bunch 12c

FANCY FIRM
RED RADISHES
2 bunches 5c

CALIFORNIA
SUGAR PEAS
2 lb 25c

FLORIDA ORANGES
for JUICE
20 for 25c

FLORIDA
Seedless GRAPEFRUIT
8 for 25c

HARDING'S SWEET CREAM
BUTTER
FARM ROLL
2 lbs 67c

Parkay Oleomargarine
2 lb 39c
1 Glass FREE with each pound

BALLARD OVEN-READY
Buttermilk BISCUITS
READY TO BAKE
can 10c

WHITE AMERICAN
Slicing CHEESE ..... lb 25c

Pillsbury's BEST FLOUR
12-lb bag 43c

BEECH NUT
TOMATO JUICE
50-oz. can 19c

WORCESTER SALT
FREE RUNNING
3 boxes 10c

KELLOGG'S
APPLE BUTTER
38 oz. jar 17c

LA CHOY CHOP SUEY
13-oz. can 23c
FREE!—A can of Chow Mein Noodles with each can!

SPECIAL FEATURE
STRICTLY FRESH KILLED
PARAMOUNT
TURKEYS lb 29c
14 to 16 lb avg.

SWIFT'S PREMIUM
GENUINE SPRING
Legs of Lamb lb 25c
None Higher

STRICTLY FRESH KILLED
PARAMOUNT
ROASTING or FRYING
CHICKENS
lb 27c
3½ to 4 lb avg

SPECIAL FEATURE . . .
SWIFT'S PREMIUM
GENUINE SPRING
Shldrs of Lamb lb 17c

VOGT'S BONELESS
SMOKED BUTTS
lb 29c