

**DECEMBER**



It is better to have a lion at the head of an army of sheep, than a sheep at the head of an army of lions.—Fielding.

# THE NEW ERA

RIVERTON :: CINNAMINSON :: PALMYRA



SI KOLOGY SEZ:

It may be true that a woman don't know as many words as a man, but just think uv th' turnover!

51st Year No. 46

RIVERTON—PALMYRA, N. J., THURSDAY, DECEMBER 5, 1940

PRICE 5 CENTS

## BLAZE DAMAGES LOCAL FOUNDRY

Extensive damage was caused to the east portion of the Palmyra Foundry plant shortly after 7 o'clock on Monday night of this week, both Palmyra and Riverton Fire Departments being called to the scene.

Flames were shooting from the roof and wall of the rear portion of the plant upon the arrival of the Palmyra firemen and a call was sent to Riverton as a precautionary measure.

Two streams of water were quickly directed on the blaze, one which was carried across the tracks being from the new pumper stationed at Broad and Market, and the other from an engine located near the plant on the south side of the railroad.

### Quickly Doused

One line was taken in through a door on the west side of the plant, while the other was utilized on the opposite portion of the structure.

The flames were quickly knocked down, but dense clouds of smoke hampered the mopping-up activities of the firemen and it was some time before the last smoldering embers were extinguished.

Two pieces of apparatus were sent from Riverton, but were not utilized, the firemen standing by in case their services were required.

The damage was confined to a limited area of the plant and operations were suspended until necessary repairs could be made.

### Will Resume Work Soon

According to an official of the company, work will probably be resumed the latter part of this week, or early next week. The greater part of the damage was to electrical equipment and will amount to approximately \$5,000.

The company had just been awarded a government contract and was about ready to start production on the order when the fire put a temporary halt to the work.

The blaze is believed, however, to have been of accidental origin and officials state that there was no evidence of sabotage.

## CHRISTMAS SEALS

The Christmas Seal Sale Campaign Headquarters announce today that, through the cooperation of Dr. Louis J. Kaser, county superintendent of schools, "Bangle Day" will be observed in all the schools next week.

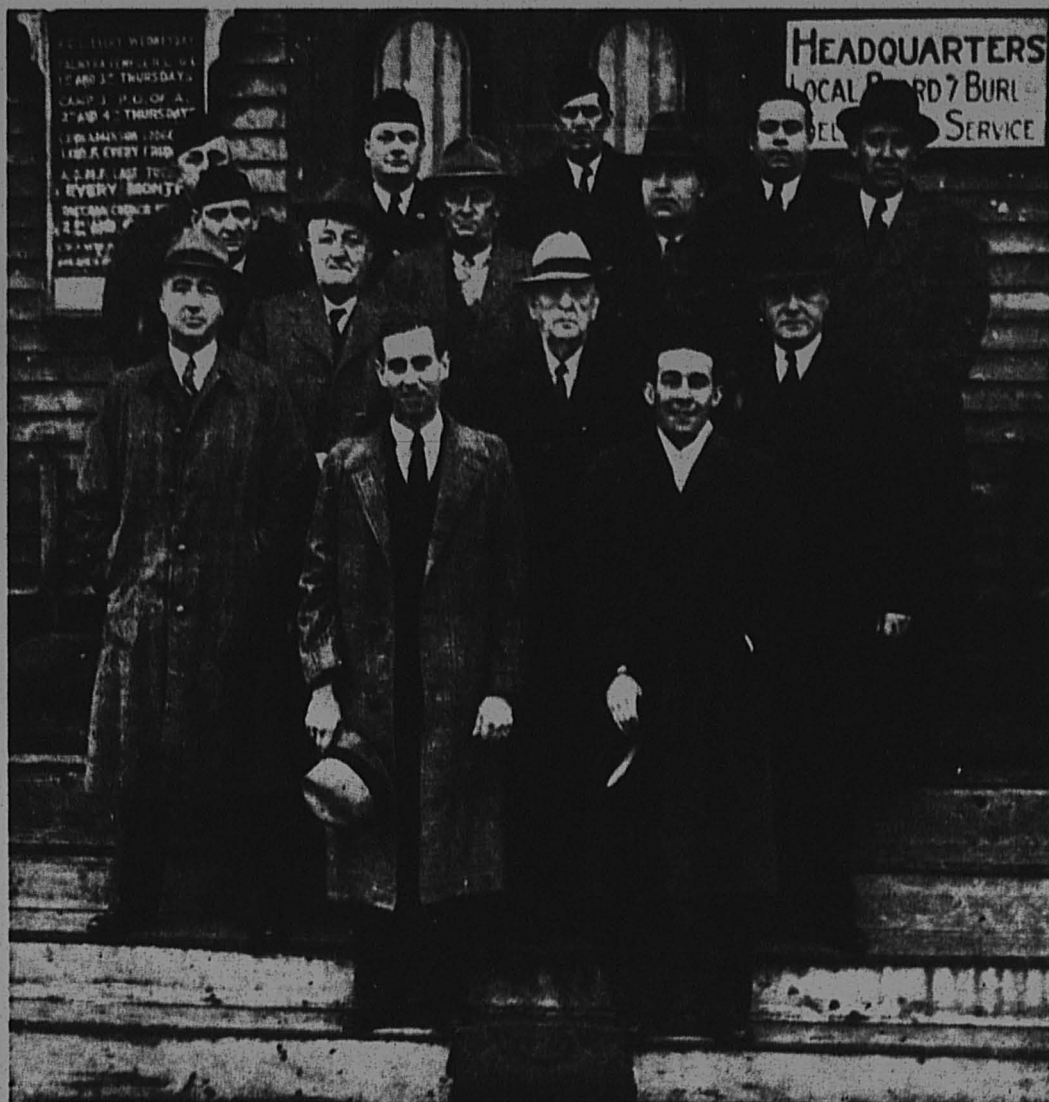
"Bangle Day" is the children's opportunity to participate in the 1940 Christmas Seal Campaign. On this day every child will be given a red double-barred bangle pin, and may make his contribution toward the work which is being carried on to protect him against tuberculosis. The double-barred cross is the emblem of the National Tuberculosis Association and its affiliated branches. It is the symbol of the world-wide fight against tuberculosis. Since 1920 it has appeared each year on the Christmas Seals.

### Campaign Continues

In commenting, Dr. Marcus W. Newcomb, president of the Tuberculosis League, said, "It gives us singular satisfaction to know that we can be sure of the interest of the children and their teachers. The greatest hope for success in the educational movement against tuberculosis lies in the growing children of today. These children have opportunities of knowing facts about the prevention and cure of tuberculosis that science had not uncovered a generation ago."

The returns from the sales of Christmas Seals support the year around program of the Burlington County Tuberculosis League. The campaign which opened on November 25th will continue until Christmas.

## FIRST TO GO



Clifford L. Mason, of Palmyra (front left), and William H. Reilly, of Maple Shade (front right) who had the distinction of being the first selectees to be called into service from Local Draft Board No. 1, of Palmyra, both men leaving here for active duty on Friday morning of last week.

The occasion was marked by brief ceremonies with remarks by Leonard R. Baker, chairman of the local board; Mayor John F. Ward, of Palmyra; William McFarland, chairman of the Maple Shade Township Committee, and George N. Wimer, local appeal agent.

Gifts were presented to the selectees by E. Reeves Morgan, Commander of Post Frederick M. Rodgers, of Palmyra, and John Marrow, Commander of the Maple Shade Legion Post.

In the above picture, taken just prior to the departure of the new soldiers, are: Front row, left to right: Messrs. Mason and Reilly; second row: Evan Stover, clerk of the local board; Alfred M. Addison, board member; George N. Wimer, appeal agent; Charles H. Yost, board member; third row: John Hudson, Maple Shade; Chairman MacFarland, of Maple Shade; Mayor John F. Ward, Leonard R. Baker; back row: Post Commander Avery Willis, of Palmyra; Commander Morgan, Commander Marrow and Floyd Bauersfeld, member of the Maple Shade Township Committee.

## Barge Launched With Ceremony

With ceremony befitting a much larger craft, the barge which was built on the Pennsylvania shore of the river, opposite the Riverton Yacht Club was launched on Monday afternoon of this week.

The nearby international fleet was bedecked with bunting for the occasion and all the boats cut loose with their whistles as the vessel slid into the water.

Two tugs stationed at the scene took the new boat in tow following its initial plunge.

A considerable crowd gathered on the shore opposite here to view the affair.

The barge, which has been under construction for the past three months, was the first to be fabricated at the yard across the way and the progress of the work has been viewed with interest by motorists and pedestrians on the river bank.

## Palmyra P. T. A.

A play presented by the Junior Dramatic Club and directed by Miss Carol Feiler will be the big feature at the December meeting of the Palmyra Parent-Teacher Association to be held in the High School auditorium on the 17th.

This was announced at the executive meeting held at the home of Mrs. James M. Weart at 17 East Broad street, Palmyra, on Monday evening.

Drawings were made at this

meeting and the new winners in the miscellaneous club sponsored by the executive board announced. They were: Mrs. Frank Christie, Miss Florence Stephens, Miss Laura Zukowski and Mrs. Paul Githens.

Those in attendance at the executive board session were: Mrs. Raymond Carson, Mrs. Maurice Sandoz, Mrs. Karl G. Frank, Mr. John Perry, Mrs. Hazel Stickney, Mrs. Hazel Ross, Mrs. Alfred Gilmore and Mrs. John C. Hoepfner.

## CHRISTMAS CLUB PAYS \$40,000

Approximately \$40,000 in Christmas Club checks was mailed to 1,200 residents of this section on Saturday of last week by the Cinnaminson Bank and Trust Company.

This compares with \$35,000 distributed to 1,000 members last year. According to Christmas Club, of New York, the distribution of this sum will be as follows:

Christmas Purchases	32.4%
Permanent Savings	26.7%
Year-end Bills	14.0%
Taxes	9.7%
Insurance	9.3%
Education, Travel, Charity	4.2%
Mortgage Interest	2.3%
Miscellaneous	1.4%

These figures are based on a nation-wide estimate.

## DREDGE BUSY ON RIVER

Much of the siren and whistle blowing heard on the Delaware in this section during the past week has been caused by the frequent passage up and down stream of the U. S. Engineers dredge Clatsop.

This craft is evidently conducting

## To Give Concert On December 11

On Friday evening last a group of sixteen singers from the Festival Foundation chorus presented an intimate concert program at St. Mary's School, Burlington, to an audience of students and friends. The musical program was under the direction of Eric Warnick, director of the Foundation; Miss Hilda Grob was the accompanist.

The program presented by the chorus included, by a happy accident, several numbers which the students in the music department of the school had been studying. Their appreciation of the music was most gratifying.

On Wednesday the 11th at 8.15, the Festival Foundation will present its regular mid-winter concert in Burlington in the Wilbur Watts High School.

Miss Marguerite Kuehne, violinist, student artist of the Curtis Institute, will be the soloist. Miss Kuehne was winner of the Philadelphia Youth Award, and has appeared with several of the country's leading symphony orchestras. The concert will be under the direction of Eric Warnick; Jean E. Morrison, accompanist.

Tickets may be obtained from any Foundation member, or at the door, 50c. Annual subscriptions admitting two to both mid-winter and spring concerts, \$2 annually.

A survey at several locations preliminary to actual dredging by larger craft which are also engaged along this section of the river.

## MODIFIED PLAN FOR FINANCING

Adopted by the Committee in Charge of Activities at Community Center

Responsive to the wisdom of the repeated suggestions of financial supporters of the Community Center that the beneficiaries of Center activities should feel greater responsibility for its maintenance, the Center Committee, on Monday evening, modified its recently announced plan for financing.

On Saturday evening, talks will be given to the young people assembled for the weekly dance and the plan of earning participation each month unfolded. Readiness of the public to adopt the monthly sale of buttons—"10 cents, no more no less" appears to have made it possible to provide an easy way for each participant in Center activities to earn his membership monthly by the sale of five buttons. That is the basis of the new plan.

### Distribution

Beginning on Monday and continuing each day to Thursday, inclusive, members of the Center committee will be at the Center each evening from 7.15 p.m. to 8.30 p.m. to give out the buttons. On Friday evening buttons will not be given out. From Monday until Friday evening inclusive, at the same time, returns will be accepted and the membership cards for the month issued.

Beginning Monday, December 16, admission will be by card only—the card of the current month. A checkup on those not making returns by Friday evening, December 13, will be made and the money for any partial sales collected.

### Committees

At the meeting of the committee held this week, Chairman Earl B. Whitcraft named three important committees: activities—Robert Finney, chairman; Mrs. George Luce and Mr. Boger. Property—Mayor John F. Ward, chairman; Robert Patchel, Mrs. James Davidson and Maurice Conrow. Finance—William F. Engle, chairman; Paul R. Jones, Mrs. Victor Ritschard and Mrs. Francis B. Elwell.

Treasurer William Engle reported receipts from January 28, 1939, to November 5 totaling \$517.39 and disbursements during the same period of \$503.55. The amount of good that has been accomplished by Mr. Whitcraft and his committee with so meagre a sum is evidence of the care in planning and supervision that has been exercised.

## The Porch Club

"England Under War Conditions" is a most timely subject. William J. MacMillan presented a talk on this topic to a most receptive audience on December 3, at the club.

His reassurance that the English people are uncontaminated with any of the fears that accompany such devastation as war makes English speaking people feel that right is might.

The second tournament bridge will be held on Tuesday, December 10, at 1.30 p.m. Prizes will be awarded for high score. Tea will be served by the committee.

Miss Besse Howard, who needs no introduction to Porch Club members will be heard on Thursday, December 12, at 10.30 a.m.

The climax of all 1940 Porch Club activities will be the annual Christmas Tea, on Tuesday, December 17. An especial welcome is extended to all members and their friends. This will be a splendid occasion to meet old friends and make new ones.



RIVERTON  
SCHOOL  
NOTES

The first, second and third grades all had interesting and valuable trips. The Music Appreciation Club is now interested to go to WCAU to see an orchestra broadcast and have a first hand explanation of the working of the broadcasting station if a bus may be provided. The club is composed of members of the sixth, seventh, and eighth grades.

The kindergarten made cookies and gave a party for their parents at Thanksgiving time bringing almost 100 per cent of the parents to the school. They are progressing very nicely. The second Thanksgiving Day also brought several fathers to visit and to see the magician's show sponsored by the Student Council.

The new report cards were well received by parents, as shown by comments on the reports and in conversation with parents after their receipt. Minor changes may still be made.

We are planning now for our customary Christmas pageant.

The State Education Association Convention was record breaking in attendance and stimulating in its content. The tax situation and the effect of national defense on public education was discussed. Many plans were suggested to give the public "its money's worth" from public education, one being to keep the school open all the year round, especially physical education and health work. As usual a shift from the property tax base for state school funds was urged.

The practice of democracy in all school policies was especially urged by Dr. Leo Brueckner, University of Minnesota, specialist.

## Eighth Grade Code

We, the members of the Civic Club of the eighth grade of Riverton Public School, in order to be loyal citizens and help each do his part in this great Democracy, so that youth may help shape the world, pledge our support to this code:

1. Be reverent toward God.
2. Have pride and respect for our country and flag.
3. Have highest character aims so that we are a credit to our school and community.
4. Promote our individual educations.
5. Have respect for our parents, teachers and elders.
6. Be self-reliant, independent, and persevering in all tasks.
7. Let courtesy, politeness, and honesty be our watchword.
8. Practice self-control and cleanliness of mind and body.
9. "Do unto others as you would have others do to you."

## Our Goal—

Striving  
"Better to strive and climb,  
And never reach the goal  
Than to drift along with time,  
An aimless, worthless soul.  
Aye, better climb and fall,  
Or sow, though the yield be small  
Than to throw away day after day

FOX THEATRE, RIVERSIDE  
FRIDAY AND SATURDAY

Myrna Loy and Melvyn Douglas teamed for the first time in the comedy hit of the year "Third Finger Left Hand."

And never strive at all."

Suzanne Troxell, Chairman  
Donald Taylor  
Virginia Woodward  
Martha Jane Daniels  
Edward Hoyt

## CLUB LEADER



JAMES E. DORSEY  
director of the Lincoln University Glee Club of 40 voices which will appear in the auditorium of the Riverton Public School on Friday evening, December 6, at 8.30 o'clock.

Contrary to a current report, the house has not been completely sold out for the concert since there remain at least 50 seats which will be placed on sale at the time of the performance.

The presentation of this group of fine male voices bring to Riverton one of the best organizations of its kind in the country. The program will consist of three parts including 11 numbers by the chorus, solos by Benjamin D. Mitchell and Woodson Hopewell, who will also sing with the chorus in five additional numbers. Part 1 will include songs of spiritual elevation; Part 2, Songs of secular life and Part 3, spirituals. The concert is being sponsored by Mt. Zion A.M.E. Church, of Riverton. Says the New Bedford Standard of New Bedford, Mass.—"Through-out its entire length and sweep, the program was one of the finest New Bedford has been favored with in years."

"The singing was far above the average, and music lovers praised the entire program as being excellent," comments The Kentucky Reporter, of Louisville, Kentucky.

MARINES SEEKING  
OFFICERS AMONG  
COLLEGE GRADUATES

College men who wish to become officers in the U. S. Marine Corps may take the first step in that direction by joining the Candidate

Schools now being conducted at Quantico, Va. More officers are needed as the strength of the Marine Corps has been increased from 18,500 to 38,600 men.

After candidates have completed three months of preliminary training, conducted on a competitive basis, selected men are promoted from the rank of private first class in the Marine Corps to that of second lieutenant in the Marine Corps Reserve.

During the first ninety days they are paid thirty dollars a month, plus food, uniforms, books and equipment. From the time they are on active duty in the Reserve, they receive the full pay and allowances of second lieutenants in the regular Marine Corps.

## 1,200 To Attend

They will be given an opportunity to qualify for commissions in the regular Marine Corps following another three months of training, including instruction in the art of modern warfare, combat principles, tactics, discipline, leadership and teamwork.

Some 1,200 college men, a number of whom are already undergoing training, will attend the school in groups of 400 each. They must be between the ages of 20 and 25 years, native born and unmarried. In addition, they must present evidence of graduation from an accredited college or university as well as letters of recommendation.

Young college graduates who are

interested should apply at any Marine Corps recruiting station, or by letter to the Director, Marine Corps Reserve, Headquarters Marine Corps, Navy Department, Washington, D. C. Information regarding railway fares, subsistence, and other details will be furnished immediately.

Christmas  
Gifts

MAKE YOUR  
SELECTION  
AND WE  
HOLD UNTIL  
CHRISTMAS

CHRISTMAS CARDS  
ON DISPLAY

L. L. KEATING

Broad and Main Streets  
RIVERTON

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ENOUGH OF

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TODAY"

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H. B. WILLIAMS

FUEL OIL - COAL - COKE

Phone 1100

PALMYRA

Our Smallest Investment  
Pays the Biggest Dividends!

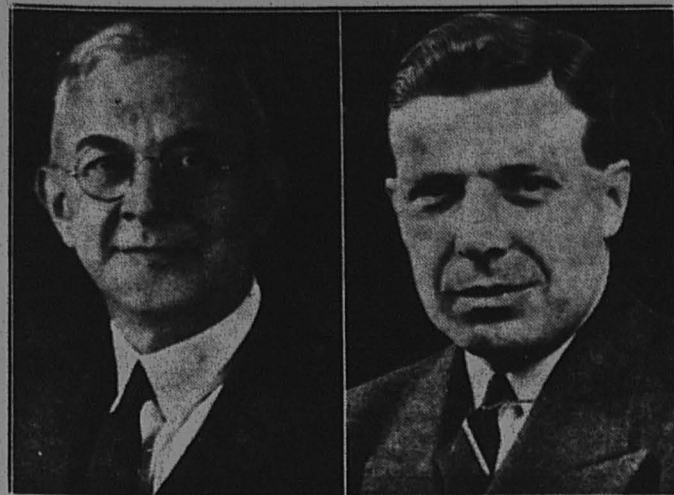
The \$1.50 we invest each year to receive The New Era through the mail gives us more return on the amount spent than any other item on our budget.

A few cents here and a few cents there resulting from savings made on local purchases advertised in The New Era soon mount up to a sizeable sum.

We read the ads every week and take advantage of the goods and services offered by our local merchants. Maybe 2c on a pound of butter, 3c on a box of Kleenex, 10c on a quart of paint—whatever is saved is clear gain—made possible by reading New Era ads.

And the news alone is worth the \$1.50 paid—so our savings yield a 100% return to the family treasury.

Telephone Riverton 712 now and just say you want The New Era delivered to your home each week. IT PAYS FOR ITSELF MANY TIMES OVER.



Changes in organization announced by the New Jersey Bell Telephone Company include appointment of Raymond S. Hance as district public relations supervisor for southwestern New Jersey, including the Camden Metropolitan Area and Gloucester, Salem and Cumberland counties; and of Edward A. Curtis as district manager.

Hance, district manager in this area for the last sixteen years and one of the best known telephone men in the Southern portion of the State, will assume his new post shortly on his return from a sick leave. He is considered eminently fitted for the new position, in which he will have a wide latitude in endeavoring to assure that telephone service in the district is satisfactory to its users as well as technically of good quality. He has been active in civic affairs throughout his career and is thoroughly familiar with the service problems of the area including those created by the present national defense program. Prior to his coming to New Jersey as district manager in 1924, he served in the Philadelphia telephone commercial organization, rising to the position of telephone manager there in 1921. He completed thirty-two years of service last month.

Curtis took over his new duties on December 1. He entered the organization as a clerk in the Trenton commercial organization in March, 1928. He has served as manager for the company at Princeton, Camden and Atlantic City, and as district commercial supervisor here since April of this year. He is a native of Lambertville; a graduate of Lehigh University, B.S. degree, class of 1926, is married and makes his home at 34 Warwick road, Haddonfield.

EDUCATOR SPEAKS  
AT ROTARY CLUB

Character Education was the subject of an interesting and practical talk given to Palmyra-Riverton Rotarians last Thursday by Dr. Thomas E. Robinson, Trenton school principal. Dr. Robinson, who is the author of a text-book on the above topic, stressed the fact that school was very much like life in general. It is a small society, he said, which reflects the outside world, and habits developed in it will work elsewhere. Without character education any program of education is valueless, since talent developed at public expense may be dangerous to society if there are no controls installed by the school.

According to Dr. Robinson schools try to build character by example, through actual situations that arise in school life, and through developing correct principles of right and wrong. He feels that the last mentioned is the most fruitful, particularly if the method of discussion problems is used. Such problems are suited to the age and experience of the boys and girls who read them, and have more than one answer. They deal with such matters as theft, school behavior, neatness, or a social situation. When properly understood, and discussed in a classroom with a student leader in charge they provide valuable outcomes. Once the vote of the majority of the school is announced in assembly, on any problem, all the pupils do each one and register their judgments individually, it seems to be a decision binding on the student body. So far no result has been wrong.

## Results

Outcomes of the method may be listed as, the improving of ability to take part in class discussion and committee work, the stimulation of analytical thinking on the part of



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ference this year and have a fine record for the season. During the past year two members of the Berwyck Bears suffered fractured legs and half the proceeds of this game will be divided between the two unfortunate players.

The game this Sunday will start promptly at 2 o'clock, and a large crowd is expected.

## FOX THEATRE, RIVERSIDE

Starting Sunday at the Fox Theatre, Riverside, a full 3 1/2 hour family show will be presented and the start-off on Sunday afternoon, December 8, will have as a main attraction "Hit Parade of 1941," featuring Frances Langford, Kenny Baker, Patsy Kelly and Hugh Herbert in the hit musical with the hit songs also added to this show will be the latest Donald Duck cartoon "Put Put Troubles" and "Service with the Colors" with Robert Armstrong and William Lundigan, a technicolor short showing Uncle Sam's youth joining the army and for the afternoon only a full length feature "The Biscuit Eater." Make it a pleasant habit each and every Sunday afternoon to see the finest in screen shows.

## ICE CREAM PIES

For delicious chocolate fudge or raspberry ice cream pies place your order with L. L. Keating. They cost but 33c each.

Doubtless one of the new enterprises of the explosive industry will be a beauty shop called the Powder Puff—Indianapolis News.

## JUNIOR PLAY THIS WEEK

It is predicted that a capacity crowd will be on hand at the Palmyra High School auditorium Friday and Saturday evening of this week when "Young April" the annual dramatic production of the Junior Class will be presented.

The case is as follows: Eleanor Voorhis, Terry; Don West, George; Peggy Ryan, Mrs. McIntyre; Wallace Mood, Professor McIntyre; Louise Miller, Diane Gilmore; Dick Taylor, Brian Stanley; Bruce King, Stewart Miller; Margaretta Smith, Mrs. Miller; William Carson, Bert Parsons; Mary Kemmerle, Elsie; Dorothea Gosner, Jane; Polly May Mathews, Mildred; Dorothy Mohrfield, Vivian; David Hough, Dutch; Jeanne Werner, Lula.

Tickets are 25 cents and may be purchased from any member of the Junior Class.

## YMCA BRIEFS

New Jersey's 47th annual State Older Boys' Conference will be held this week-end, December 6, 7, and 8 at Elizabeth. The 1940 conference theme is "Gearing Into Life" and the chief speaker will be Dr. Frank D. Slutz, of Ohio. Friday night, Dr. Slutz will talk on "Living Successfully with Parents" and his second address on Saturday forenoon will be on "Christianity in a World Like This."

The 600 delegates will be divided into a number of discussion groups. One will meet after the Friday even-

ing address. The second session will be Saturday morning followed by Dr. Slutz and then a final session after his address.

Three banquets will be required to take care of all the delegates Saturday evening. A portion of the afternoon will be given over to a variety of recreational activities.

This year Burlington county has its largest delegation with 42 signed up. Local boys are: Ralph and William Ulrich, Palmyra; Arthur Hoyt, Riverton.

## WRESTLING

A battle of cave-men is the next offering of Promoters Frank and Ray Hanly in the weekly wrestling show at the Camden Convention Hall, Monday night.

Ernie Dusek, Bohemian bruiser, from Nebraska is booked to swing into action with one of his bitterest rivals in Dynamite Joe Cox, the equally sturdy unruly matador from Missouri, in the star bout of two out of three falls with no time limit.

Another bout equally important is the 30 minute fray between two masters of orthodox wrestling in Milo Steinbohn and Gino Garibaldi. Lou Plummer takes on Emil Dusek in the star bout of two out of three falls with no time limit. The other tilt is another team duel, this time showing Warren Bookwinkle teaming up with Whitey Govro against Herbie Freeman and Eddie Newman which is also carded for two out of three falls with no time limit.

If your life is an open book that doesn't mean that a great many of the pages may not need rewriting.



## A FINE HOME in a FINE LOCATION

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FIRST FLOOR—Large Living Room with fireplace, dining room, kitchen and small shed.

2nd FLOOR—3 large bedrooms and bath with shower. Storage loft.

New Holland furnace, new gas range, new roof, one-car garage. Newly renovated throughout. In excellent condition.

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RIVERTON

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### BRIEF ITEMS from ABOUT TOWN

Fifty-two fraternities at Cornell University have recently pledged 676 new members. Among them is: Harold N. Sheble, '44, College of Engineering, Golf Road, Riverton, who pledged Sigma Chi.

Mr. and Mrs. A. L. Richie, Sunny-slope Farm, Cinnaminson, are guests at the Challente-Haddon Hall, Atlantic City.

Richard M. Woodward, president; Leslie W. Reeves, vice president, and George L. Ginter, publicity director, of the Burlington County Real Estate Board, will attend the State Convention of the New Jersey Association of Real Estate Boards at Atlantic City on Thursday, Friday and Saturday.

Mrs. Charles H. Vost, of Thomas avenue, president of the Riverton Board of Education, will represent that organization at the convention of the State Federation of District Boards of Education of New Jersey, which will be held on Friday of this week in Trenton.

Miss Sylvia Reynolds, of Cinnaminson.

### PERMANENT OPENING

Permanent position for women over 35 who can work at least 25 hours weekly. Write Box Number 60. Give particulars.

### THE GLORY - EL SHOP INVITES YOU TO SHOP EARLY AND SAVE

Men's Mohawk  
SHIRTS ..... \$1.65  
all sizes - boxed

Shirtcraft Shirts, \$1.49  
all sizes - all colors

Men's SOCKS, 3 pr 87c  
Wool or Mercerized

Cannon (all gift boxed)  
TOWELS 59c to \$2

PILLOW CASE SETS  
69c to \$1.25  
Hand Done

MEN'S HANDKERCHIEFS  
box of 3 plain 50c  
box of 3 initialed 69c

Women's hand done, all linen  
HANDKERCHIEFS  
Chinese Made  
20c up to 75c

Men's Wool  
SCARFS 69c - 98c

DOLLS 59c to \$1

CHRISTMAS CARDS  
box 25c to \$1

Gift Wrappings roll 10c

Men's TIES 39c - 59c

Complete Line of  
CARDINAL PERFUMES  
25c up to \$1

Berkshire and Gotham  
Gold Stripe  
HOSIERY 59c to \$1

Complete line of Women's Lin-  
gerie, Pajamas and Foundation  
Garments - Children's and  
Infants' wear.

8 EAST BROAD STREET  
PALMYRA

munson street, a recent graduate of Palmyra High School, has been named to the position of office secretary at the Riverton Public School. Miss Reynolds, whose resignation becomes effective January 1.

Dr. Dean H. LeFavor showed several interesting reels of movies taken hereabouts at the weekly meeting of the Palmyra-Riverton Business and Professional Men's Club held on Tuesday of this week at the Riverton Country Club.

Mr. and Mrs. M. Staley and Mrs. Creighton, of Patchogue, Long Island, visited J. E. Wilson, of Thomas avenue, on Tuesday, enroute to Florida.

Mrs. A. L. Martin, of Cleveland avenue, was the winner in the November 29 drawing of Shulman's Merchandise Club.

Captain and Mrs. German P. Culver and daughter Priscilla are the guests of Mrs. Culver's parents, Mr. and Mrs. Ross T. Elliott, of Fulton street.

The River Towns Ladies Club will hold its weekly card party today (Thursday) at the K.G.E. Hall, Riverside.

The winner of the Sacred Heart Miscellaneous Club for November 27 was Mrs. Jacob Strohl, Riverton.

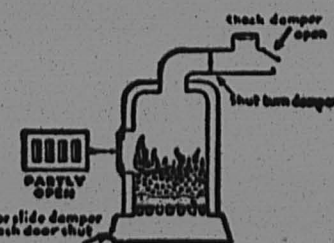
The Women's Auxiliary of the Palmyra-Riverton Y.M.C.A. will



**How to cut the cost of  
Heating Your Home**  
by **John Barclay**  
AMERICA'S HOME HEATING EXPERT

### Banking the Fire

THERE is a right and wrong way to bank the fire for the night. Here are a few suggestions that will make this operation of your heating plant easier for you: First, and only if necessary to make room for fresh coal, gently shake the grate until the first red glow appears in the ashpit. Then with shovel or hoe pull the live coals to the front so that the firebed slopes downward toward the back of the furnace forming a hollow. Place fresh coal in this hollow. Remember to always leave a spot of live coals exposed directly in front of the fire-door. This will act as a pilot light to ignite the gases given off



by the fresh coal. Be sure to allow enough time for these gases to burn off. Next, close the ashpit damper and open the check damper wide. The turn damper should of course be left in its usual position, nearly closed. Never leave the fire-door open when the fire is banked. Never, under any circumstances, use ashes to bank the fire. You will only succeed in completely smothering the fire and clinkers may result. If you follow these suggestions for banking, the fire will last through the night—and will deliver quick heat in the morning when you open the draft

## THE NEW ERA

Publishes More Local News of Palmyra, Riverton and Cinnaminson than ANY OTHER PAPER  
Circulated in This Vicinity.

### SOME OF THE FEATURES

All Local Sports and Other Activities  
More Original Pictures Than Most Weekly Papers  
Valuable Store News Presented in an Interesting, Readable Manner

By reading The New Era regularly you can keep informed about your community affairs and the merchant

news at a weekly cost  
of less than

**3c**

SUBSCRIBE NOW—ONLY \$1.50 PER YEAR

ENGAGEMENT ANNOUNCED  
Mr. and Mrs. J. Austin Haines, of 901 Bridgeboro road, Riverside, announce the engagement of their daughter, Eleanor M. Haines, to Thomas F. Cahill, Jr., son of Mr. and Mrs. Thomas F. Cahill, of 600 Washington avenue, Palmyra. No date has been set for the wedding.

sponsor a very interesting luncheon demonstration by the H. J. Heinz Company in the Y.M.C.A. Building today (Thursday) at 1 p.m.

The program will consist of a demonstration and luncheon prepared by the Heinz representative. This will be followed by motion pictures and the distribution of some Heinz product. The demonstration is open to the public and the women of the communities are cordially invited. The fee to cover the cost of the luncheon will be 25c.

### WANT ADS

RENT: 8 room house, 4 bedrooms, new heating system. 29 Rowland street. Riverton 347.

XMAS TREES  
Wholesale to Dealers  
About December 10th—3 car loads!

JOHN J. MEILER  
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Riverton

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Telephones: 1221-1222  
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### WE HAVE JUST RECEIVED OUR Christmas Certificates

which range in \$1.00, \$2.00 and \$5.00 denominations. These certificates may be used to purchase any article in our store. What a wonderful Christmas gift! Buy and help some family that is in need.

Chase & Sanborn	SKIPPY DOG FOOD
COFFEE	1-lb can
lb 22c	6 for 25c
SILVER DUST	SCOT TOILET TISSUE
1 TOWEL FREE	4 rolls 29c
box 21c	WALDORF TOILET TISSUE
	2 rolls 9c

Merion LIMA BEANS	2 No. 2 cans 19c
Silver Floss SOUR KROUT	2 No. 2 1/2 cans 19c
Val Vita SPINACH	2 No. 2 1/2 cans 23c
Silver Lake PUMPKIN	2 No. 2 1/2 cans 19c
Klein's COCOA	2-lb can 19c
MERION PEACHES (sliced or halves)	2 No. 2 1/2 cans 29c
Heinz Oven BAKED BEANS	3 cans 35c

Snappy Sound STRING BEANS	2 lb 19c
Ripe Slicing TOMATOES	2 lb 25c
Large Heads JERSEY BROCCOLI	each 12c
Fresh Pulled JERSEY BEETS	3 bunches 10c
Large Heads LETTUCE	2 for 19c
FLORIDA ORANGES (large size)	doz. 25c
EXTRA LARGE SEEDLESS GRAPEFRUIT	3 for 20c
Fancy Eating or Cooking STAYMAN WINESAP APPLES	3 lb 14c

Pork Loin Roast lb 15c  
RIB END—3 lb avg

PORK CHOPS	lb 19c
Armour's Star LEGS of LAMB	lb 27c
Breast of Lamb	lb 10c
Neck of Lamb	lb 15c
Rack of Lamb	lb 23c
RUMP or ROUND STEAK	lb 39c
Armour's Star PORK FRY	lb 39c
ARMOUR'S STAR	

Pure Print Lard 2 lbs 15c  
Fresh Beef Liver lb 28c

Armour's Star TREET	can 21c
The All-Purpose Meat	
Armour's Star SMOKED TONGUES	lb 27c
GROUND BEEF	
SKINLESS HALF SMOKES	lb 25c
FRESH PORK SAUSAGE	

SCRAPPLE	2 lb 25c
FRESH KILLED STEWING CHICKENS	lb 27c
5 lb avg	
NEARBY ROASTING CHICKENS	lb 32c
5 to 7 lb avg	



GENE MCCORMACK

attended for the first time a county Y.M.C.A. board meeting held recently at Moorestown. He succeeded T. Paul Reeder, who is now executive secretary of Gloucester county.

McCormack began work here the first of the month. He is a Californian, graduated from San Diego State College in January this year, and in April started on a five months' hitch-hiking tour, covered twenty-two states, with New York as his destination, to interview heads of various organizations in order to find the work he wanted and felt qualified to do.

The Y.M.C.A.'s national personnel secretary Leslie Tompkins directed McCormack to Burlington county. The county Y.M.C.A. Board personnel committee, E. Newbold Cooper, Everett H. Haines and S. Roger Oliver recommended to the executive committee that he be engaged and President John W. Thacher welcomed McCormack to Burlington county on November 4.

Studies in the social sciences and the active part he had in student affairs at college were among the factors leading to his selection. He was named to organize and direct an employment finding agency for fellow students. Two and one-half years he was a member of the governing body of the men students which planned and directed the social and recreational functions of some 2000 college men. Recognition that was accorded McCormack was his election to Blue Key National Honor Fraternity, an organization in some eighty American colleges, symbolizing high achievement in service and ability as a leader in various phases of student life, chief of which in his case was his employment securing agency, later put in charge of a full time executive brought on from Macy's of New York.

The regular fellow in the candidate who can still smile at you after the voters have turned against him at the November elections.

### MAGAZINES

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## Hy Small's PALMYRA BOWLING ALLEYS



Bowl for  
HEALTH and  
RECREATION  
Broad and Morgan Avenue  
PALMYRA

### LOCAL GRIDDERS LOSE IN FINAL

In an anti-climax game, Palmyra High School's grid outfit wound up the season last Saturday afternoon by dropping a 39-6 decision to Gloucester on the field of the opposition.

After playing fine ball in the Riverside fracas the Red and White suffered a distinct relapse and got trimmed as soundly as they have all year.

Gloucester scored once in each of the first three periods and then wound up the afternoon by pushing over 19 points in the last quarter. The local's only score came in the same period as a result of a 55-yard drive with Durgin, Flournoy and Conwell contributing.

The less said about the rest of the affair the better.

Palmyra's record for the season was four wins and six reverses.

### PALMYRA LOSES FIRST GAME HERE

The Palmyra Red Devil's first Sunday contest was marred last Sunday when they were defeated by the Roebing A. A. 8-7 in a hard fought contest before a crowd of 2500 spectators at the Palmyra High School stadium.

The visitors recorded the first score of the contest when Savoy, of the visitors tackled Bus Pratt, behind his own goal line for a safety to rack up two points. Midway in the second period Pete Heisler, threw a pass to Bill McDermott who lateraled to Carl McDermott who scored the Red Devils lone tally with Heisler converting for the extra point.

### Enemy Score

Sherick, recorded the visitor's touchdown from the 3, as the result of a 70 yard drive. Palmyra made an effort to score again near the close of the contest when Heisler

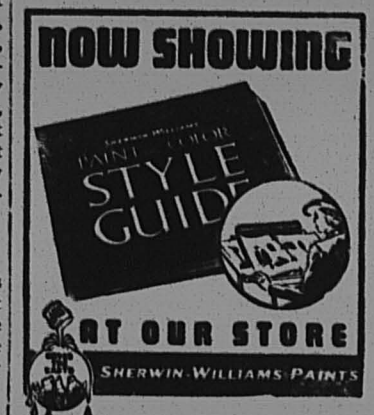
Evans' Service Station  
SUNOCO  
GASOLINE and OIL  
Tires - Batteries - Auto Accessories  
Broad and Main Sts. Riverton, N. J.

attempted a field goal from the 14 yard stripe. Bus, Pratt and Heisler were outstanding in the backfield with McDermott and Mento in the forward wall. The locals were out in front in the matter of first downs with 10 to Roebing's 5.

The Frederick M. Rodgers American Legion Post Bugle and Drum Cadet Corps performed at the contest while Mayor John F. Ward spoke briefly before the start of game stating that when the stadium was dedicated last Thanksgiving Day he expressed the desire that other's should make use of the splendid facilities beside the high school. He wished the Red Devils success in their game and future Sunday contests.

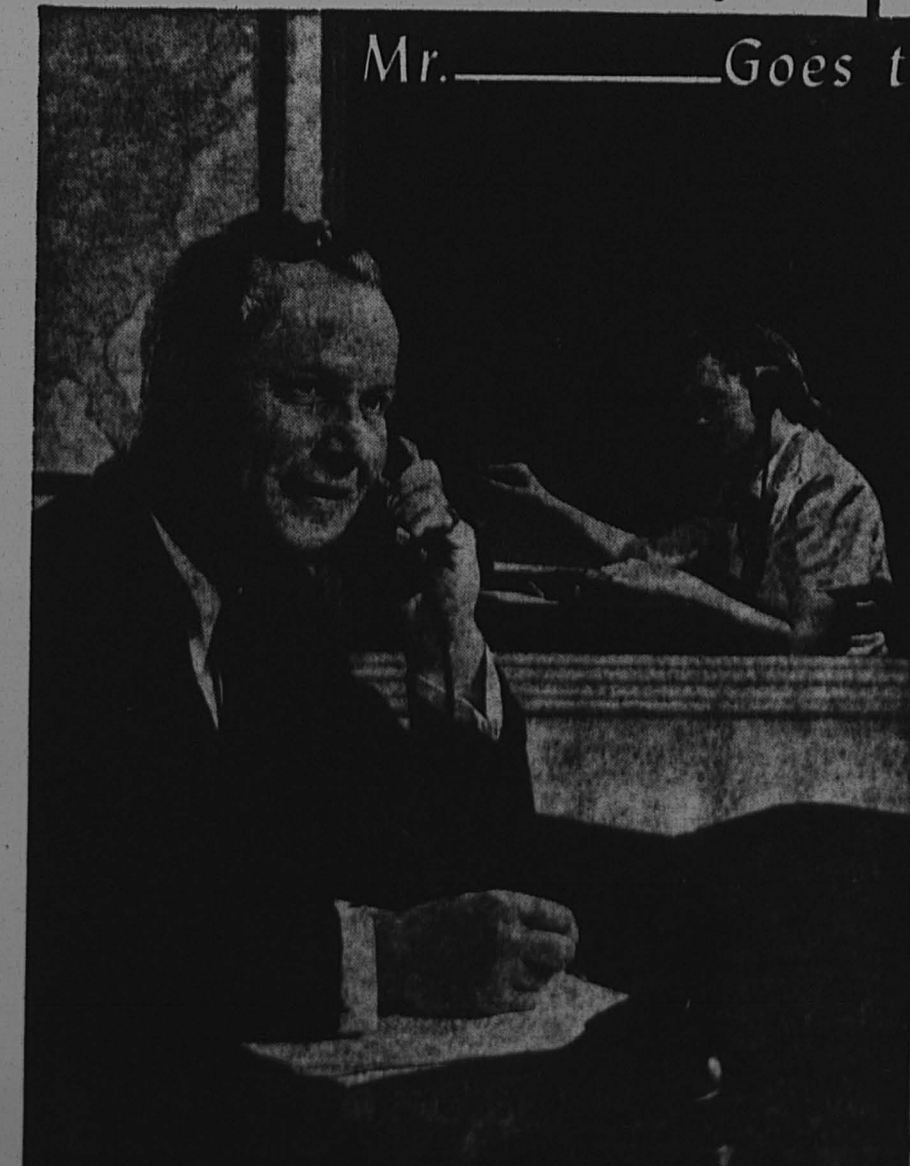
Red Devils	Roebing
W. McDermott LE	Palovick
Gaines LT	Czik
Mento LG	Savoy
Lombardi C	J. Shorviak
Peditto RG	Cillella
Berner RT	Bucia
Sacca RE	Cardis
Piergross QB	Weber
DeVinney LH	Miyo
D. Cardea RH	Dudick
Pratt FB	P. Shorick

Score by periods:  
Roebing 2 0 6 0-8  
Palmyra 0 7 0 0-7



JOHN H. ETRIS  
17 West Broad Street  
Palmyra, N. J.  
Phone 978

## Mr. \_\_\_\_\_ Goes to Washington, Pittsburgh, Buffalo



AND OTHER PLACES—often—without leaving his desk.

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—placing orders, checking shipments, making appointments, settling things quickly and easily—and gaining time to do more each day.

Did you know, you can talk from Newark to Washington or Boston for 80c; to Buffalo for \$1.05; Pittsburgh \$1.10; St. Louis \$2.10. (Station-to-station 3-minute day rates.)

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TELEPHONE COMPANY

Tune in "The Telephone Hour"  
Monday nights at 8 o'clock  
Stations WEA - KYW

The next meeting will be held in January. Each couple is expected to bring with them at least one other married couple, who were not present at our opening meeting.

In France the men kill each other. In the United States the men kiss the women. God bless America!—Great Bend, Kan., Tribune.



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## THE NEW ERA

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

## Where Are We Heading?

Now that the year 1940 is drawing to a close and we are swinging into better business because of the tremendous war orders coming from Great Britain and those from Uncle Sam for defensive armament, with the promise of more jobs and a revival of prosperity, a great many people in the habit of looking ahead are wondering just where we are headed and how long it will be until we arrive.

That the next few months will be busy ones is admitted on all sides. The Cleveland Trust Company in its November 15 bulletin pointed out, for example, that expenditures for the War Department during the first ten months of 1940 were 73 per cent greater than during the similar period in 1939. During this same time Navy expenditures, which are one-third greater than those of the Army, were 63 per cent more than during the first ten months of 1939.

Those who remember the World War and our entry into the struggle will recall what happened during those stirring and hectic days when there was a shortage of almost everything but propaganda for a time. Many of them will wonder whether we are going to repeat the economic experiences of more than twenty years ago.

Now when we are about to get into "high gear" let us remember that the real problems of unemployment are not solved. The orders which are coming from abroad will end one of these days. So will our own orders for military defense, the money for which is being borrowed and will have to be paid one way or another by our people themselves. In the meantime the national debt is pointing higher and higher and the legal debt limit will have to be raised when Congress meets in 1941.

All of these things must be taken into consideration in taking a long term view of the future. Nobody is against armament for defense; nobody wants our present economic plight to continue. Everyone wants jobs, even temporary ones, for our unemployed. But we would be lax in our duty if we did not seek to make some provision for the long term future. As the Cleveland Trust Company's Bulletin puts it:

"The increasing activity is already spreading beyond industry and into other phases of business. It is not one-sided or unbalanced. It includes durable goods and consumer goods, heavy industries and light industries. It is spreading into trade and transportation and public utilities, and all along the line it is reducing unemployment. These are welcome developments following the long years of depression, and we should be vigilantly careful not to let them lead us into the dangerous lures of self-centered complacency."

## Concerning Strikes

Strange as it seems, some leading New Dealers and anti-New Dealers agree upon one major issue—that production disrupting strikes in national defense industries should be stopped.

A majority of the people probably feel that way too. So if the announced CIO and AFL plans for a big drive to unionize defense industries results in a series of strikes, something doubtless will be done.

One day recently there was a peculiar dovetailing of thoughts in Washington. In the House a conservative, a New Dealer, and a middle-of-the-roader all denounced the strike in the Vultee airplane plant. At the same time, an extremely leftish New Dealer downtown was talking privately about empowering the government to step in and end such strikes.

People are likely to get angry when strikes interrupt the production of defense goods. Therefore, it is sometimes hard to judge impartially and without heat the merits of such strikes. But in the Vultee and aluminum strikes the facts are pretty plain, even though often overlooked.

The Vultee story is this:

Two and a half years ago, a Federal agency—the Public Contracts Board—after considerable study decreed that a minimum wage of 40 cents an hour should be paid to beginners and learners in factories producing airplanes for the government. That wage, 40 cents, was found to be the prevailing wage in the airplane industry.

The unions thought that wasn't high enough. They appealed

to the Board. So, six months later the Board fixed the minimum for unskilled workers at 50 cents an hour.

The Vultee strike was caused by union demands that the minimum be boosted to 75 cents an hour. The figure finally was compromised, but the union objected to a provision in a proposed contract which would have forbidden another strike during the two years in which Vultee will be producing \$24,000,000 worth of airplanes for the government.

An essential point, too often overlooked, is this: Two years ago the union found that the guaranteed minimum wage was too low. What did it do then? Call a strike and interrupt production? No. It appealed to the proper government agency and got the wage raised.

If the union felt it had a strong case now, it doubtless would have appealed to the government agency. Instead, it called a strike. This would certainly indicate that the union either was afraid of what the government agency would do, or it just wanted to cause trouble.

And so far as the argument goes that Vultee is making "millions" off the government, that doesn't seem to stand up either. Vultee actually lost money last year, and is making a small profit this year. Furthermore, if it makes too much, the government will take it away in an excess profits tax.

Of course, the plant could grant wage increases if the government would pay more for the planes. But the extra money would have to be collected by the government in taxes from the very workers who got the higher pay, so the workers' net gain would be nothing.

The aluminum plant troubles resulted from threatening remarks made by an employee when he was ordered to pay \$12 back union dues. The plant closed down, and a pay-roll of \$44,000 a day ceased—all for \$12.

The union wanted the employee fired. The company refused to do it. So production of thousands of dollars worth of goods for the army was interrupted in the union's attempt to force payment of \$12 in dues.

The whole point, as many in Washington see it, is that unions have had machinery available for their voluntary use to settle disputes. They have not used it. Therefore, the talk is getting around to the creation of machinery which would let the government arbitrarily step in and settle the questions at issue.

In the past, federal arbitration has been acceptable neither to unions nor to industry generally. But if the unions don't show a little more consideration for what the nation as a whole wants—namely, national defense—then they may find themselves forced to swallow a bitter pill.

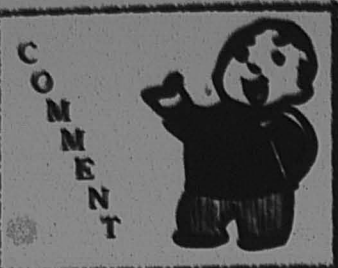
## 3 practical suggestions for CHRISTMAS

1 AN ELECTRIC COFFEEMAKER, drip type or percolator style, will please the homemaker who doesn't have one. It is a wonderful convenience on the breakfast table every morning. Makes delicious coffee! Many sizes; see them at a Public Service store.

2 AN ELECTRIC TOASTER, automatically time controlled, is an ideal gift for 'most anybody. Who doesn't like golden brown, buttered toast? Here is the toaster to supply it—without watching! See the various models. Reasonably priced.

3 AN ELECTRIC CLOCK, may find one or more places on your Christmas gift list. It is an accurate timepiece. It is a year around asset. There is an excellent selection, covering a wide price range, to be seen at your nearest Public Service store.

PUBLIC SERVICE



COMMENT

A modern Christmas is the one for which you buy your girl a nice present at one dollar down and a dollar a week for the "duration of the war."

Ten years from now Junior will probably be going to classes in his own little plane and parking it on the school house roof.

Some of this modern lipstick application gives the girls the appearance of having been hit under the nose with an overripe tomato.

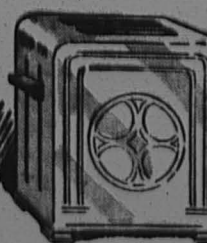
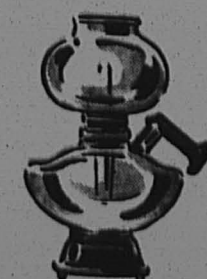
Shop early for Christmas and buy locally wherever possible.

John Johnson is trying to invent an alarm clock that will awaken his wife without awakening him.—Archibald Globe.

Asked what happens to a girl who wears cotton stockings a girl replied, "nothing."—Hiawatha, Kan., World.

CARD PARTY  
A large public card party will be held on Monday evening, December 9, at 8:30 o'clock, in the K. of C. Home, Broad street and Elm avenue, for the purpose of raising money to bring Christmas cheer to a number of deserving people in this community.

Mrs. Anna Davis is chairman of the committee in charge of the affair and arrangements are being made to handle a large crowd. As usual fine prizes will be awarded. The offering is 25 cents.



## KNOW AUTO AND TRAFFIC LAWS

(Third of a series of articles to assist prospective automobile drivers and to familiarize licensed operators with legal requirements and common sense rules of the road.)

By ARTHUR MAGEE  
Commissioner of Motor Vehicles

Special Stops: When you come up behind a street car stopping to load or unload passengers you must stop at least 10 feet from the rear of the car. You must stop at any railroad crossing if a train is coming. A flashing light or a ringing bell always means that a train is approaching.

Slowing and Stopping: When slowing or stopping, extend your left arm outward with palm to the rear at some distance from the place you plan to halt. Then slow down gradually.

Following Another Car: Keep your distance in traffic—you must not follow another car closely. The distance between cars should be increased with higher speeds. This helps to avoid rear end collisions. It also permits other drivers to pass you more safely.

Parking: If you have to make an emergency stop on a highway get all four wheels off the hard surface. Never park on a hill or a curve.

You should not park your car within 10 feet of a fire hydrant, or within 25 feet of a crosswalk at an intersection.

Cars should never be left with the engine running, or with the hand brake off. When parking on a slope use your hand brake and turn your front wheels against the curb.

When waiting to enter the stream of traffic from a parking place, turn your steering wheel to the left and get all ready to go. Glance to the rear to see if anyone is coming, then, if the way is clear, put your left arm out, and come forth slowly. Many accidents are caused by drivers who start suddenly from a parking space without looking carefully for oncoming cars. Never emerge from your parking place until the traffic permits.

Be careful about backing. Always look behind you and back slowly. Never back into an intersection. Never double park your car. It ties up traffic and often results in accidents. Moreover, you are subject to arrest for so doing.

Traffic Signals  
Traffic signals are placed at intersections where but accidents have occurred. Their purpose is to increase the orderly flow of traffic and prevent accidents.

Green: When the signal facing you shows green you may go ahead. You must, however, yield the right-of-way to vehicles and pedestrians who may be crossing when the light changes. When you are making a turn on green, pedestrians crossing on green have the right-of-way.

Yellow: The yellow signal follows green. It is used to "clear" the in-

tersection of vehicles and pedestrians. You are permitted to go through a yellow light only when it changes from green to yellow after you have entered the intersection, or when you are so close that the suddenness of your stop might cause you to be struck from behind.

The question an operator should ask himself when the green signal changes to yellow is always "can I get through the intersection before the light changes to red?"

Red: Always stop on a red signal. Flashing Red: A flashing red signal means that drivers must stop before entering the nearest crosswalk. After stopping, don't proceed until you can do so safely. Flashing Yellow: A flashing yellow signal usually indicates a dangerous intersection and is used during hours of light traffic. It always means "show down" and be very cautious when crossing.

Traffic Signs  
Each traffic sign is placed so as to serve some definite purpose. In addition to its words the shape of a traffic sign has a meaning.

Obey them. Stop signs are always eight sided. Railroad Crossing Signs: Railroad crossing signs are of two types. The round sign is put at some distance away from railroad crossings to warn motorists that they are approaching the tracks.

Reduce Speed Signs: Reduce speed signs are used where perma-

nent physical dangers always require a reduction of speed to safety. Such hazards may be sharp curves, dangerous intersections, sudden dips in the road and others. Reduce speed signs are always shaped like a diamond.

Caution Signs: Caution signs are used to draw your attention to road conditions requiring you to drive with extreme care. For example, highway construction, men working, or other circumstances that require more than ordinary care on the part of the operator are marked with square caution signs.

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, Mary, and three daughters, Eleanor Rush, Mrs. Clinton Gibson, Mrs. Mary Hoek of Palmyra and a son Furman, of Philadelphia.

NOTICE OF SETTLEMENT  
Administrator's Account

ESTATE OF SARAH STARK, Deceased.

Notice is hereby given that the First and Final Account of the subscriber, Administrator, will be audited and stated by the Surrogate and reported for settlement and allowance to the Orphans' Court of the County of Burlington, at a session to be held Thursday, January 9, 1941, at ten o'clock in the forenoon.

G. EDWARD THUMM, Administrator.

## OBITUARIES

Albert D. Rush  
Albert D. Rush, of 201 Horace avenue, died on Saturday, November 30.

Funeral services will be held at the Snover Funeral Home, 201 Horace avenue, on Tuesday, December 10, at 2 p.m.

## AMERICAN STORES

## A Guarantee of Satisfaction

For nearly fifty years we have been quality grocers to particular people, and we have learned that a SATISFIED CUSTOMER ALWAYS RETURNS. Take advantage of the convenience of our stores, our very reasonable prices and the many features offered. More and more home-keepers are learning the wisdom of shopping daily the AMERICAN way.

Farmdale Early June  
PEAS No. 2 can 10¢  
6 cans 59¢

Farmdale Stringless Beans 2 No. 2 cans 15¢  
ASCO Cut Red Beets 2 No. 2 cans 17¢  
Farmdale Choice Tomatoes 2 No. 2 cans 15¢  
Butter Kerne! Sugar Corn 2 No. 2 cans 21¢

ASCO Fancy Tender  
Sugar Corn No. 2 can 10¢  
Cream style white or golden or whole kernel white.

Save 25% on Bread Buns!  
Supreme Soft Twist or Milk  
BREAD 2 big loaves 15¢

VICTOR PAN BUNS 12 15¢  
Fruited Raisin 10¢  
Whole Wheat 9¢  
Victor Sliced 10¢  
Milwaukee Rye 9¢

ASCO Pure Fruit Preserves 2 25¢  
Strawberry, Raspberries, Pineapple, Blackberry, Cherry or Yougherry.

ASCO Golden Table Syrup 2 1/2 lb. 19¢  
Jumbo Marrowfat Beans 1 lb. 7¢  
Fancy Blue Rose Rice 1 lb. 5¢  
Pabst-Ett Spread 1 lb. 25¢  
Kraft Velveta Cheese 2 lb. 45¢

ASCO COFFEE 2 29¢ : 1 lb. 15¢  
EDUCATOR CRAX 2 1 lb. 25¢

Bag-Sweets Cranberry Sauce 2 11-oz. 23¢  
ASCO California Peaches 2 1/2 lb. 27¢  
Clapp's Strained Foods 3 20¢  
Clapp's Chopped Foods 3 28¢

Fresh Fruits & Vegetables - Victrolas for Health!  
ORANGES 1 lb. 15¢  
Stayman Winesap Apples 4 lb. 19¢  
Yellow Globe Onions 4 lb. 10¢  
White or Yellow Turnips 4 lb. 10¢  
Juicy Florida Grapefruit 5 lb. 15¢

POTATOES 5 lb. 15¢  
IDAHO All Purpose

Service with a capital S  
IS WHAT YOU GET AT  
WOOLSTON'S  
ESSO  
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We appreciate your patronage and want to do everything in our power to keep you for a steady customer.

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Small, Lean (One Price—None Higher)  
Smoked Picnics 14¢

Genuine (One Price—None Higher)  
LEGS of LAMB 21¢

Tender, Juicy (One Price—None Higher)  
STEAKS 33¢

Center Cut Pork Chops 1 lb. 23¢  
Fresh Country Pan Scapple 1 lb. 10¢  
All-Pork Sausage 1 lb. 21¢

Tender (One Price—None Higher)  
Chuck Roast 21¢

Smoked Sausage 29¢  
Liver Pudding 18¢  
DRIED BEEF 1/4 lb. 13¢  
Lunch'n Meat 13¢

Even opened, juicy, hot  
Oysters 1 lb. 18¢  
Fillets of Haddock 17¢  
Large Sea Scallops 25¢  
Small Sea Scallops 12¢

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SPECIAL LOW PRICES

SCRATCHGRAINS

25-lb. bag 47¢ : 100-lb. bag \$1.83

Laying Mash 25-lb. 55¢ : 100-lb. \$2.16

Growing Mash 25-lb. 53¢ : 100-lb. \$2.07

Broiler Mash 25-lb. 59¢ : 100-lb. \$2.30

Oyster Shells 25-lb. 21¢ : 100-lb. 70¢

16% Dairy Feed 100-lb. \$1.39

24% Dairy Feed 100-lb. \$1.69

These Prices Subject to Our Store and Meat Markets in Riverton and Vicinity



## Church Notices

**WESTFIELD FRIENDS MEETING**  
Burlington Pike  
Sunday Morning  
10 o'clock—Firstday School  
11 o'clock—Meeting for Worship  
**PARISH OF CHRIST CHURCH**  
Riverton, N. J.  
Rev. Francis B. Downs, Th.B.

**CHRISTIAN SCIENCE CHURCH**  
First Church of Christ, Scientist  
Thomas Ave. at Seventh St.  
Riverton, N. J.

Sunday School, 9:30 a.m.  
Sunday Services, 11 a.m.  
Wednesday, 8:30 p.m.  
Reading Room in Church Building, Thomas Avenue and Seventh Street, Riverton, open Tuesday and Friday, 2:30 to 4:30.

**CHRISTIAN SCIENCE CHURCH**  
"God, the Only Cause and Creator" is the lesson-sermon subject for Sunday, December 8, in all Christian Science Churches and Societies throughout the world.

The Golden Text is: "Every house is builded by some man, but he that build all things is God." (Hebrews 3:3).

Among the lesson-sermon citations is the following from the Bible: "O Lord, how manifold are thy works in wisdom than thou made them all: the earth is full of thy riches." (Psalms 104:24).

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: "It is generally conceded that God is Father, eternal, self-created, infinite. The great I AM made all that was made." Hence man and the spiritual universe co-exist with God" (p. 267).

**BETHANY EVANGELICAL LUTHERAN CHURCH**  
Broad Street and Morgan Avenue  
Palmyra, N. J.

Rev. Harold Lee Rowe, Pastor  
Friday  
3:45 p.m.—The Children of the Church.  
8 p.m.—A Congregational Christmas party at the Parish Hall. Your admission is a 10c gift. The ladies are requested to bring gifts for ladies; men to bring gifts for men; children to bring gifts for each other. Come. There will be refreshments and entertainment.

Saturday  
9:30 a.m.—The Confirmation Class.  
10:30 a.m.—The Junior Catechetical class.

Sunday  
9:30 a.m.—Children's Church, Pastor Rowe will speak to the children on the subject, "A Child of the Church."  
10:00 a.m.—The Church School.  
11:00 a.m.—The Service. The pastor's subject will be "What Are You Seeking?"  
6:45 p.m.—Intermediate and Senior Luther Leagues.

8:00 p.m.—Vespers. At this service, in keeping with the celebration of Universal Bible Sunday, we shall have on display several copies of old, rare and modern translations of the scriptures. Copies of the Hebrew and Greek versions of the scriptures will also be on display. The pastor will use as his sermon subject at this service, "The Fountain of Life." You are invited to share in this service and also bring a friend with you.

**HONOR FOR MISS TURNER**  
Miss Mary Turner, 222 Linden avenue, Riverton, has been chosen for membership in the Wilson College Chemistry Club, Dr. J. Peachey Harrison, professor of chemistry, announced this week.

Enrollment in the club is restricted to students who are recommended by chemistry department faculty. Founded to correlate classroom work and leisure time interest, the group is studying at its monthly meetings this year the fields of modern chemistry which offer the greatest career opportunities to the college-trained woman.

Miss Turner, who prepared for college in the Moorestown Friends' School, is a senior at Wilson and is making chemistry her field of concentration with biology as an allied subject. She is the daughter of Mr. and Mrs. Luther R. Turner.

## CHRIST CHURCH OFFICIALS

At the annual meeting of the qualified electors of Christ Church, Riverton, held in the Church on December 2nd, 1940, the following were elected:

Wardens: Filson Graff, term ending December 31, 1941; Murray C. Boyer, term ending December 31, 1941.

Vestrymen: Russel M. Bigelow, J. Gardner Crowell, term ending December 31, 1941; Edwin Ochs, Harry E. Moyer, Gorham P. Sargent, term ending December 31, 1942; Harry F. Jones, Stuart B. Clark, Charles F. Stewart, term ending December 31, 1943.

Delegates to the Diocesan Convention: Filson Graff, Edwin Ochs, J. Gardner Crowell.

Alternates to the Diocesan Convention: Russel M. Bigelow, Charles Stewart, and Gorham P. Sargent.

Other persons receiving votes were J. Gardner Crowell for warden.

For vestrymen: Judge Frank Matthews, Ralph Flower, Robert Mattis and Henry Randall.

Attested: Gorham P. Sargent, Secretary of the Vestry.

## METHODIST CHURCH

Palmyra, N. J.  
Rev. D. Roe Haney, Minister

The Sunday's program at Epworth church will begin with Church school in all departments at 9:45. Church worship will be at 11:00 o'clock and 7:45.

Rev. Haney will preach both morning and evening, using for his morning subject "Dreaming of Better Things" and for the evening "A Sure Foundation." The Senior and Junior choirs will each sing for the morning worship. The evening service will begin with a song service with special numbers furnished by the senior choir.

The Masons will attend church worship in a body at 7:45. Dr. Rolin Raver, district superintendent will address the prayer meeting Wednesday evening, at 8:00 o'clock. The first quarterly conference will follow this service.

## CENTRAL BAPTIST CHURCH

Rev. George Lockett, B.D., Pastor

Bible school, 10:00 a.m.—Our new superintendent, Henry Walter, is to be commended upon his manner of conducting the school and for the new features he has introduced. Mr. Edmund Jones who has in his charge the direction of music, seems to have a faculty of bringing out the latent musical talents as could be noticed in the volume of the organ following during the opening exercises. All of which adds to the interest in participating in the school's hour of worship.

Morning worship, 11:15 a.m.—Pastor Lockett will have as the subject of his sermon for the morning service, "Jesus Declares His Mission." The choir will participate as usual in the service by contributing an appropriate anthem and solo.

B.Y.P.U., 6:45 p.m.—Were you one of those present last Sunday? If not, you missed a fine service. Try to make it this Sunday and don't forget, bring a friend.

Evening worship, 7:45 p.m.—"Baptism" will be the subject of the evening service. During the ordinance of Baptism will be conferred upon a large class of candidates. This will be a most impressive and particularly inspiring service and one you should avail yourselves of the opportunity to witness. The public is always welcomed at "Central Baptist" for here is where you will always be among friends.

## FOOD SALE

Friday, December 6, 2 to 5 p.m.

CAKE - PIE - ROLLS - CINNAMON BUNS

COOKIES - NUT BREAD

BAKED BEANS - DEVILED EGGS - EGG CROQUETTES

MUSHROOM SOUP - COD FISH CAKES - POTATO SALAD

Any of the above items can be reserved in advance by phoning Mrs. Harry F. Jones, Riverton 441.

DISPLAY OF HAND-BLOCKED LINENS

Tea and Cake will be served

CHRIST CHURCH PARISH HOUSE  
Fourth and Howard Streets, Riverton

## Wesleyan Men's Bible Class

For the Men of the Community

MONUMENTS

In St. Paul's Cathedral, London, is an impressive inscription on its walls to the eminent architect, Sir Christopher Wren, as follows: "If you would see the monument of Sir Christopher Wren, look around you."

The magnificence of this ancient Cathedral is a tribute to the noteworthy ability and life of the great architect. As one recalls this inscription and looks around at the results of the cruel war with its blasting of temples, homes, women and children, and the untold numbers of families shelterless and hungry, what a monument of cruelty and shame which will ever stand associated with certain names.

In contrast with such destructive deeds one must ever view with loving reverence Christ "who went about doing good." Would you see his monument? Look around and see lives redeemed, hearts comforted, tears wiped away, loneliness relieved by the presence of the friend that "sticketh closer than a brother."

In undying love for mankind, the Kingdom of God will ever stand as a monument of the life of Jesus Christ.

In humbleness of heart our Bible Class stands as a loving testimony to the outstanding life of the Divine Saviour. In His name we invite you to meet with us next Sunday at 9:30 a.m. Mr. Poinsett will address the class. Guest soloist, Mrs. Van Alstyne.

## SACRED HEART CHURCH

Fourth and Linden Avenue  
Riverton, N. J.

Rev. John F. Welsh, Pastor

Sunday Masses, 7, 9 and 10:30.  
Daily Mass, 7 o'clock.

Confessions Saturday and today (Thursday) 3:45 to 5:45 and 7:30 to 9.

Devotions in honor of Our Lady of the Miraculous Medal, Monday nights at 7:45.

This Friday is the First Friday and Mass will be at 6 a.m. while Holy Communion will be distributed at 7 a.m.

The members of the Holy Name Society will receive Holy Communion in a body at the 7 a.m. Mass this Sunday. A meeting of the Society will be held in the school auditorium following the church service Monday night. All men of the parish along with high school students are invited to join this splendid Catholic organization. A Diocesan Holy Name Rally will take place at St. Mary's Cathedral in Trenton on Sunday, January 12, and it would be very nice if the local Society could have a large number of members present along with a high membership listing for the local Holy Name Society when handed to the diocesan officials.

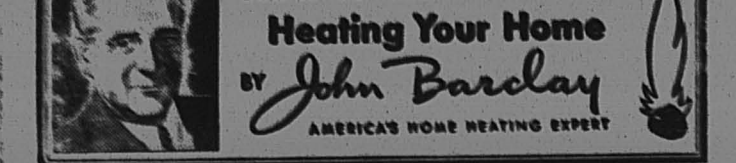
## The Advent Season

The word Advent derives its meaning from the Latin word "Adventus" meaning coming. This time has been set aside by our Holy Mother Church as a period of prayer and fasting in preparation for Christmas or the coming of Christ. In our present day, sight has been lost of the sacredness of this time of preparation, this period of penance and mortification. The church

has legislated this as one of the "closed times" when no weddings may be performed within the sacred precincts of the Catholic churches and chapels.

If this be a time of preparation for the coming of Christ, it is a time for setting our houses in order for the great feast of Christmas. It is propitious, exemplary and meet that we as good Catholics excuse ourselves from "loud amusements" during this time. A bit of wholesome mortification in the way of abstaining ourselves from any sort of public gathering which is purely for pleasure and enjoyment would certainly be in keeping with the mind and the spirit of the Catholic church.

In these trying times when the world so much needs self sanctification and mortification and atonement it would be but fitting for every Catholic to enter into the mind and spirit of the Church and keep this holy Advent season in a befitting manner.



How to cut the cost of Heating Your Home

by John Barclay  
AMERICA'S HOME HEATING EXPERT

## Low Cost Summer Hot Water

When the heating plant is closed down for the summer the question of domestic hot water heating becomes a serious one. Hot water can be heated in a number of ways, but wouldn't you be interested in heating one hundred gallons of water for less than a nickel? Wouldn't you like to go away for the weekend with no worries about the fire going out? Wouldn't you like to keep the water as hot as you want with no sudden boiling to churn up sediment and rust, and receive clean, clear hot water at all times, at just the temperature you want?

This can easily be obtained with the modern coal burning water heaters on the market today. Do not confuse these heaters with the old style pot stoves or bucket-a-day stoves. The new heaters are nearly automatic in operation, requiring very little attention. Magazine principles of design have been applied, the coal feeding down gradually as needed, thus requiring very few firings.

Air tight receptacles to catch the refuse are located below the grates. The receptacles are easy to handle and are large enough to accommodate a full

week's supply of ashes. You can be assured of continuous hot water requiring no manual attention, the drafts being controlled by means of an automatic regulator. These regulators require no electrical energy or mechanical movement by springs. The regulator controls the water temperature in such a way as to eliminate overheating the water. This assures clean water at all times, and properly heated water for all purposes.

To those homeowners who already have coal burning tank heaters installed, most coal dealers can furnish at small cost, up-to-date hot water regulators. These regulators automatically control the draft, are easy to install and offer a greater automatic operation than previously enjoyed.

There is no need today to change to more expensive fuels in order to obtain automatic heating of domestic water. By installing one of these modern heaters or by merely adding a regulator to the present coal heater, oceans of hot water can be had at a much lower cost than with any other more expensive fuels.

## Shop at Dreer's

Living plants make the most acceptable gifts . . . also all the little time and labor saving gadgets that make the growing of plants of such enthralling interest.

Before completing your Christmas list be sure to see what we have here at the nursery.

## Henry A. Dreer, Inc.

Building Gardens Beautiful since 1838

The popular priced filled fancy dishes and pottery are very attractive.

## FREE LECTURE

ON

## CHRISTIAN SCIENCE

BY

DR. JOHN M. TUTT, C.S.B.

OF KANSAS CITY, MISSOURI

Member of the Board of Lectureship of The Mother Church, The First Church of Christ, Scientist, in Boston, Massachusetts

PALMYRA HIGH SCHOOL

AUDITORIUM

Sunday Evening, December 8

at 8:00 o'clock

THE PUBLIC IS CORDIALLY INVITED

## BOY SCOUT NEWS

E. Newbold Cooper, of Moorestown, chairman of the Council Boy Scout Planning Committee, announced last evening that plans are completed for the visitation of all troops and senior units on the highway and Roll Call. The meeting was held at the home of Dr. Donald H. Powers in Moorestown.

Members of the committee who were present and represented their respective districts were: V. Larwood Caldwell, of Delanco, Lt. Commander J. B. Ryan, U.S.N., of Palmyra; Stanley Coville and Charles S. Beckwith; E. Newbold Cooper, J. Aubrey Sutton, Dr. L. F. Hall, Dr. D. H. Powers, William C. Cules, Jr., all of Moorestown, and County Scout Executive George A. Darlington. Troops that will be visited this week are: Troop 1 of Burlington; Troop 2, Riverside; Troop 4 and Ship 4, Moorestown; Troop 12 of Mt. Holly; Troop 21 of Parry; Troop 24 of Burlington; Troop 26 of Bordentown, and Troop 25 of Maple Shade.

## Board of Review

Last Friday evening District Boards of Review met in five of the Districts of the County.

District D met in the Episcopal Parish House in Riverton, under William deH. Washington, chairman. Scout Warren Jensen, of Troop 9 of Palmyra, was reviewed in physical development, life saving and swimming merit badges. Scout Albert Thiel, Troop 5, of Palmyra, was reviewed in Dramatics merit badge.

## Alley Gossip

LEAGUE STANDINGS

LADIES LEAGUE

Won Lost  
Luckies 23 10  
Camels 19 14  
Murals 18 15  
Kools 18 15  
Wings 13 20  
Marvels 8 25

The Luckies maintained the lead in the ladies league by taking 3 tilts from the Camels Monday night.

The outstanding scores registered were, Ferren 178, Haines 165, Goodwin 168. A free game was won by Gilbert who bowled an even 175.

## BURLINGTON CO. LEAGUE

Won Lost  
Sky Chief 24 6  
Snover 17 13  
Garden State 17 13  
Dadino's 16 14  
Riverside 16 14  
Medford 11 19  
Shorten 7 23

The Sky Chief increased their lead by taking three games from Dadino's.

The games over 200 were rolled by Bob Evald, 202; G. Wallace, 229; G. Small, 200; Poulson, 203, 203; King, 200; R. Haines, 207; McFarland, 213; Nelson, 210; Headman, 208; Haines, 212; Carrathers, 218.

## INTER-CITY LEAGUE

Won Lost  
Bootleggers 17 11  
Farmers 16 12  
Lenola 16 12  
Hathaway 15 13  
Highwaymen 14 14  
James Boy's 12 16  
Buccaneers 12 16  
Bell & Evans 10 18

The Bootleggers held their slight lead although losing three points to Lenola.

High scores were Vennell, 209; Hires, 209; Devore, 209; Heddington, 209; and V. Rel, 202.

## TELLS FUNCTION OF STATE'S CERTIFIED TREE EXPERT LAW

The first examination for Garden State arborists aspiring for official designation as "certified tree experts" will probably be given in February, it was announced at the 15th annual meeting of the New Jersey Federation of Shade Tree Commissioners here yesterday at the

State College of Agriculture, Rutgers University.

In discussing the recently passed state Certified Tree Experts Law, Winston Parker, landscape forester of Moorestown and a member of the Tree Experts Bureau, said that the idea of certifying qualified arborists was presented several years ago by arborists themselves in an effort to safeguard the interests of the profession and the tree-owning public.

## Provisions of Law

"The law," he explained, "provides that any qualified arborist who has been engaged in such work for five consecutive years, or who is technically trained, may apply for an examination by the Tree Experts Bureau. Successful passage entitles him to a certificate and the privilege of using the term 'Certified Tree Expert.' The detailed form of this test is not yet decided, but it will be fair to college graduates and alumni of the school of hard knocks alike."

The examining bureau, which consists of Carl Bannwart, director of the Shade Tree Department of Newark; Nelson T. Kessler, assistant forester of the Department of Conservation and Development, and Parker, will probably hold a second examination later in the year, he reported. Thereafter, it is the hope of the Bureau that only one examination will be necessary.

Parker also announced that application blanks may be obtained by candidates for the examination from Kessler's office, Room 414, State House Annex, Trenton, and urged

all qualified members of the profession to take advantage of the opportunities the new law offers.

## TRAFFIC DEATHS STILL INCREASE

Traffic fatalities on New Jersey streets and highways during the first ten months of the year totaled 696, sixty-three more than in the corresponding period of last year. Motor Vehicle Commissioner Arthur W. Magee reported today. The increase is slightly less than ten per cent.

October, which started out as a model safety month, ended with an excess of sixteen casualties over the same month last year. The worst week-end in many years was October 9-20 during which nineteen deaths occurred in traffic including a five-death collision in Burlington

County and a four-death accident in Cumberland.

Rural Burlington County with a total of fourteen fatalities in October led all the other counties even the more populous districts in North Jersey.

Essex County ended the ten months period with 83 deaths, one less than last year while Hudson with 52 fatalities remained unchanged. Both Passaic and Bergen reported slight decreases while Union County still led with 23 more and Camden County ranked second with 7 additional deaths. The greatest numerical decrease in casualties was in Atlantic County where fatalities totaled 25 as against 41 last year.

## Must Cooperate

"The outlook for finishing the year with fewer deaths than in 1939 is dim unless every person using the streets and highways during December does so in such a manner that not over ten people are killed, said the Commissioner. "The average December toll during the past eight years has been 119 casualties."

Following is a comparative ten months record of deaths in the counties during 1940 and 1939:

County	1940	1939
Atlantic	25	41
Bergen	57	59
Burlington	40	27
Camden	47	30
Cape May	11	4
Cumberland	20	19
Essex	93	94
Gloucester	52	52
Hudson	15	7
Hunterdon	34	36
Mercer	36	33
Middlesex	38	53
Monmouth	24	32
Morris	18	14
Ocean	33	36
Passaic	12	5
Salem	18	20
Somerset	7	12
Sussex	50	27
Union	20	12
Warren	693	633

FOUND: Sailboat, 12-foot long. Owner can obtain same by identifying property and paying for this advertisement. George Steedle, 304 7th street, Riverton.

## Dessert for a Holiday Dinner.

Wrap in several layers of waxed paper and store in a tightly covered container for several weeks.

## Golden Fruit Cake

1 cup seeded white raisins  
1 lb. candied citron  
1 lb. candied orange peel  
1 lb. candied lemon peel  
1 lb. candied grapefruit  
1 lb. shredded coconut  
1 tsp. lemon extract

Wash raisins and drain well. Slice candied peel, coconut raisins, candied peel, coconut and chopped almonds in a large bowl. Mix and sift dry ingredients over the fruit. Mix thoroughly. Cream butter, add sugar gradually and then the beaten eggs. Add flavoring and the flour and nuts alternately with orange juice. Pour the mixture into one large or three small pans which have been greased and lined with waxed paper. Bake at 300 degrees for 2 to 2 1/2 hours, according to size. Yields 8 lbs. baked cake.

## Frosted Grapes

Select a large, firm bunch of red or blue grapes. Brush with a mixture of one tablespoon of water to one egg white, beaten but not bubbly. Dust lightly with granulated sugar. Allow to dry. Arrange on mirror or plate as table decorations or use as garnish for Plum Pudding or Fruit Cake.

Note: One tablespoon water, one egg white sufficient for 3 bunches of grapes.

Rich fruit cakes require low temperatures and a long period of baking to develop their flavor. They are at their best when allowed to ripen before they are cut. When the cakes are baked, remove from the pans, cool on a wire rack.

Will your Christmas tree shimmer with lights? You can put as many as ten double strings on a single circuit.

## SEAMEN EAT WELL

The New Era has just received a communication from John F. Flynn, of Riverton, who is an officers' messman on board the Standard Oil Company boat S. S. L. J. Drake which was on the high seas over Thanksgiving.

Mr. Flynn writes that the holiday menu on his ship was as follows: Fruit salad, sliced tomatoes, hearts of celery, mixed pickles, chicken soup, roast stuffed turkey, gravy, cranberry sauce, baked ham with pineapple sauce, roast loin of pork, buttered green peas, sweet corn, stewed tomatoes, candied sweet potatoes, mashed potatoes, plum duff, fruit jello, rolls, coconut cake, strawberries, mixed nuts, assorted fruits, coffee, tea, cocoa.

The tanker was enroute from Portland, Me., to Bayonne, Texas, with a cargo of 68,000 barrels of gasoline.

It is not news when guests absent-mindedly take home nearly full packages of their host's cigarettes, but it's news when any guest absent-mindedly leaves a half-empty package behind him.

Prosperity will be short of 100 per cent until the salespeople frown when the customers ask for something "less expensive."

## PALMYRA

Matinee Daily at 2:00 p.m.  
Evenings 7:00-9:00 o'clock

THURSDAY, December 5

1 Day Only  
DOUGLAS FAIRBANKS, JR.  
and RITA HAYWORTH in

Angels  
Over Broadway  
Free Gifts to the Ladies

FRIDAY and SATURDAY  
December 6-7

MYRNA LOY and  
MELVIN DOUGLAS  
in the new Sophisticated Comedy

Third Finger,  
Left Hand  
—Added—  
A Mickey Mouse Cartoon  
—Saturday Matinee Only—  
THE DEAD END KIDS in  
"JUNIOR G-MEN"

SUNDAY and MONDAY  
December 8-9

Continuous Sunday from 3:30  
DEANNA DURBIN  
in her 8th straight film success

Spring Parade  
with ROBERT CUMMINGS and  
MISCHA AUER  
Monday—Free Gifts to the Ladies

TUESDAY, December 10  
Big Double Attraction  
RICHARD DIX in

Men Against the  
Sky  
—and—  
Margie  
with TOM BROWN and  
NAN GREY  
Please Note: The Evening Show  
starts promptly at 6:45 o'clock.

## HIT PARADE OF 1941

—Also—  
DONALD DUCK in  
"PUT PUT TROUBLES"  
—Extra—  
"Service with the Colors"

SUNDAY AFTERNOON  
BIG Family 3 1/2 Hour Show  
Added Feature  
"THE BISCUIT EATER"

Tuesday Only, Dec. 10  
FREE—Gifts to the



## Know Your Government

### Newspaper Cooperation with Taxpayers

Seldom do the newspapers of New Jersey receive adequate praise for their continuous promotion of the taxpayers' welfare—their readiness at all times to support efforts to step up governmental efficiency and to publish evidence of dishonest, wasteful or incompetent management of public office.

This cooperative attitude on the part of newspapers is of inestimable value to taxpayers when they conduct an organized battle to get relief from excessive taxation. The keystone of any successful taxpayer program is making sure that the public learns the facts about the cost and conduct of their government. While such information may be conveyed to the public through several channels such as open meet-

ings, personal interviews, etc., no other medium can reach the entire citizenry so effectively and speedily as newspapers.

Publicity, carefully prepared and used intelligently, is a stimulus to better management of public affairs because most public officials are extremely sensitive to what the newspapers say about them. When taxpayers publicly praise the work of conscientious, capable officials these officials are encouraged in their work and spurred to even better service. On the other hand, those officials who are inclined to spend the taxpayers' money recklessly can usually be held in check if they realize that their shortcomings will be exposed to public view.

John Lewis seems to want to know what the workingmen will do for jobs after the defensive armament is built and the money all spent. Up to this time we haven't heard any New Dealer answer the question satisfactorily. It seems to be one of those questions you can only answer successfully by throwing eggs.

## YOU CAN JUDGE BEST BY TEST

Try a test ton of EVANS PREMIUM ANTHRACITE coal and compare with ordinary coal. It is high in carbon content and B.T.U.'s (heat units) and low in ash, it is 'the cream of anthracites and shiny black just as Mother Nature made it, and best of all, "It goes further and heats longer."

Try a test ton and be convinced of its superiority.

**J. T. Evans Co.**  
RIVERTON  
302

Authorized Dealer  
Genuine Koppers Coal  
Finest grades FUEL OIL  
Free F.H.A. advice and estimates on building and repairs on Easy Monthly Payments.

## PHILA. MARKET HOUSE

BROAD and GARFIELD AVE.  
FREE DELIVERY

PALMYRA, N. J. Phone 1200

FRESH CLEAN SPINACH 1b 5c

FRESH FULL PODDED LIMA BEANS 2 lb 25c

Best Penna. Green Mountain WHITE POTATOES 15-lb (pk.) basket 23c

FLORIDA ORANGES FULL OF JUICE 22 for 25c 100 for \$1.00

FLORIDA GRAPEFRUIT, 8 for 25c

THIN SKIN TANGERINES doz. 19c Full of Juice

HARDING'S SWEET CREAM BUTTER (Farm Roll) 1b 39c

Kraft Velvets or White American CHEESE 1/2-lb pkg. 15c

MOTHER'S Quick or Regular OATS 2 boxes 15c

KELLOGG'S FLOUR 12-lb bag 5-lb bag 39c 19c

Medium Size Ivory SOAP 5 for 25c

New Pack KELLOGG'S JUMBO SWEET PEAS Extra Tender and Large 2 17-oz. cans 17c

Kellogg's Merion WHITE MEAT TUNA FLAKES 2 6 1/2-oz. cans 29c

Black Walnut KERNELS 1b 45c 1/2-lb 25c

NEW LOW PRICE—This Week's Best Buy Swift's Premium or Star DeLuxe GENUINE SPRING

LEGS OF LAMB 25c lb 5 to 7 lb avg

STRICTLY FRESH KILLED Paramount Farms Spring DUCKS 23c lb 5 1/2 to 6 lb avg

NEW LOW PRICE—VOGT'S CITY DRESSED SHLDS OF PORK 1b 16c

Delicious LAMB and BACON PATTIES 19c lb

"War is just slaughtering boys—nobody can make anything else out of it."

51st Year No. 47

## MAILING DATES FOR CHRISTMAS

The Post Office Department desires that every effort be made to reach the public with a view of securing their cooperation in the successful handling of mails, by mailing their parcels early.

In order that they may be informed as to the date parcels should be mailed to different points, the last date approximately on which parcels should be mailed at your office to reach their destination in states named in time to insure delivery before Christmas Day are listed below.

December 17th  
Arizona, California, Nevada, Oregon, Washington.

December 18th  
Colorado, Idaho, Montana, New Mexico, North Dakota, South Dakota, Texas, Utah, Wyoming.

December 19th  
Arkansas, Florida, Kansas, Louisiana, Minnesota, Mississippi, Nebraska, Oklahoma, Wisconsin.

December 20th  
Alabama, Georgia, Indiana, Illinois, Iowa, Kentucky, Maine, Michigan, Missouri, New Hampshire, North Carolina, Ohio, South Carolina, Tennessee, Virginia, West Virginia.

December 21st  
Connecticut, Delaware, Maryland, Massachusetts, New Jersey, New York, Pennsylvania, Rhode Island, Vermont.

Parcels mailed later than the dates shown above cannot be guaranteed delivery by Christmas, unless they are mailed Special Delivery.

MAIL EARLY

## The Porch Club

Tournament bridge was played at the club on December 10. The winners were Mrs. Gilbert Coe and Mrs. Gorham Sargent, east and west; Mrs. Edward K. Merrill and Mrs. Henry Shreve, north and south.

Those wishing to make Christmas greens will meet at the club on Monday, December 16, at 2 p.m. A fee of 25 cents will be charged to help pay for the greens used. For further information contact Mrs. Belknap, phone Riverton 1042.

The Christmas Tea will be held on Tuesday, December 17, from 4 to 6 p.m. A most cordial invitation is extended to all members and friends. There will be tableaux to see, carols to sing, a fragrant cup of tea and dainty goodies, all in a happy friendly atmosphere.

## MAILING ADVICE

Mrs. Mervil E. Haas, Riverton postmaster, asks that all those who mail Christmas cards and letters examine them to make certain proper postage stamps have been affixed before depositing in the box.

According to Mrs. Haas, many holiday letters bear no stamps and the sender can be notified only in the case of first class mail.

Care in mailing will speed delivery and also assist postal employees in handling the Christmas rush.

## ATTENTION ALIENS

Postmasters Mervil E. Haas and Xavier Walters, of Palmyra, urgently request that all aliens who have not registered do so immediately before the Christmas rush starts on December 15.

The final date for alien registration is December 26, but those who must comply with the law in this respect will aid postal officials greatly by performing this duty as soon as possible.

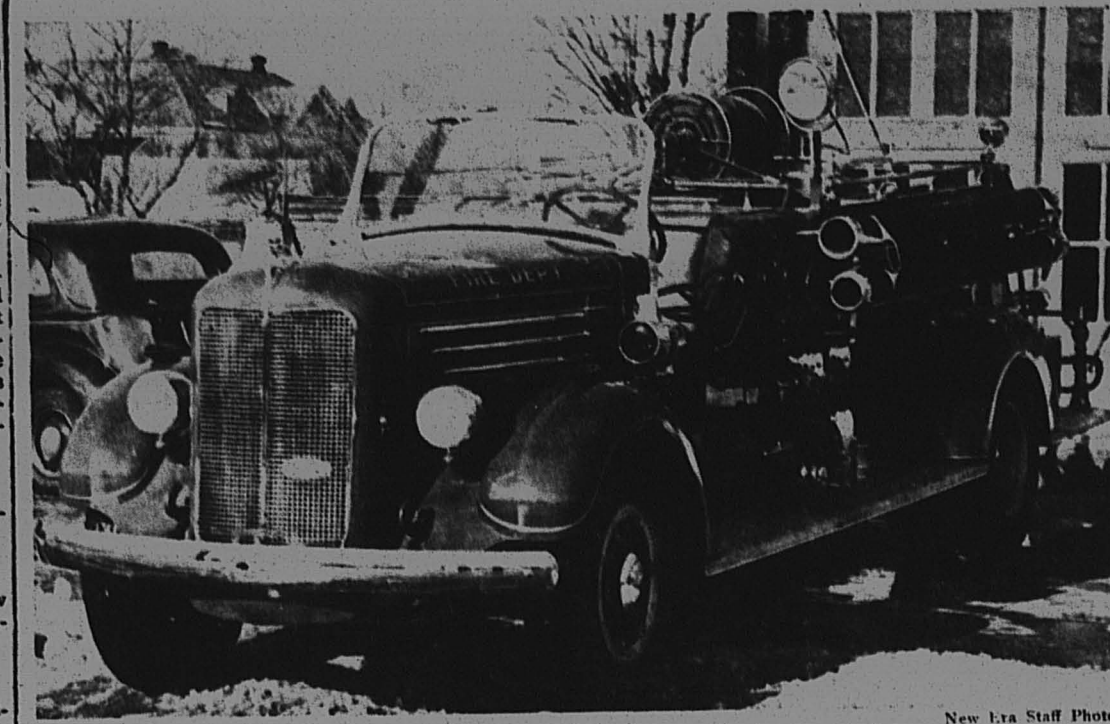
# THE NEW ERA

RIVERTON :: CINNAMINSON :: PALMYRA

RIVERTON—PALMYRA, N. J., THURSDAY DECEMBER 12, 1940

PRICE 5 CENTS

## READY FOR ACTION



Palmyra's new Mack pumper is shown in front of the house of Independence Fire Co. No. 1. This up-to-date piece of fire-fighting apparatus is fully equipped with all the latest features and is a valuable addition to the two other trucks that are available for duty. The pumper has been thoroughly tested and has already been employed at several fires, the most recent being that at the Palmyra Foundry.

## Local Airport Grows Rapidly

At the meeting of the Business and Professional Men's Club of Palmyra and Riverton held on Tuesday of this week, the speaker was Robert Snover, proprietor of the Palmyra Airport.

Mr. Snover described the airport, which started a year ago with one plane, a single instructor and three hangars. Due to the demand for additional facilities, the airport now owns three planes, has two full time instructors and 10 hangars. There are 10 students in the C.A.A. who are securing their 35 flying hours here and an advanced program is expected in the spring for those who qualify.

Taylorcraft

Mr. Snover described the Taylorcraft ship for which he has the distributorship for South Jersey, stating that this plane has a cruising radius of 250 miles on 12 gallons of gasoline.

He said that he would soon have more data on the performance of this ship, since he intends to fly to Florida shortly after the first of the year. If the weather is favorable, Mr. Snover remarked that he expected to cover the 1,000 miles in one day, since the plane has a cruising speed of 100 miles per hour.

Guests present were Karl W. Latch and Lawrence Betty, of Palmyra.

## PLAY WILL FEATURE PALMYRA P.T.A. SESSION

A Christmas play, "The Silver Swan" is to be the entertainment feature at the regular December meeting of the Palmyra Parent-Teacher Association, to be held in the high school auditorium, Tuesday, the 17th.

The play, depicting the modern version of the Christmas festival is presented by the Junior Dramatic Club of Palmyra High School and is directed by Miss Caroline Feller, instructor in English at the school.

Those in the cast are: Eleanor Hulse, Dorothy Baker and Jerry Gehring. The music will be under the direction of Mrs. Earl B. Whitcraft.

At the conclusion of the play the group will be lead in singing Christmas carols.

Following the meeting, refreshments will be served in the cafeteria.

## XMAS PARTY

The Riverton P.T.A. will have its annual Christmas party for the school, on Friday morning, December 20, at 10 a.m.

Everyone is cordially invited to come.

## Christmas Dinners

As has been the custom for many years past, the Riverton-Cinaminson Welfare Association is receiving contributions for the Christmas Dinner Fund, which will be utilized in furnishing an ample holiday repast to those of both communities who would otherwise be unable to provide for one.

The committee headed by Mrs. Paul McCray, Jr., has placed donation baskets in local stores wherein contributions of food may be placed. A list of suggested articles will be found near each basket.

Those who desire to make a cash donation will find boxes for this purpose distributed in the business houses of the community. Contributions of money or merchandise may also be left at the Welfare office, rear of The New Era building, Main street, or mailed to William A. Hendrickson, treasurer of the organization.

The response to this holiday fund has always been most generous and those in charge of this project are hopeful that the donations will be as adequate as heretofore.

## Plan To Burn Christmas Greens

Councilman Charles K. Mervine, of Palmyra, acting on the suggestion of John W. Coleman, submitted a proposition that all of the Christmas greens be gathered on January 6th and in the evening hold a big community bonfire in some large field in the borough.

The communication from Mr. Coleman enclosed an article from a Philadelphia paper which stated that the custom was an old one in England on the eve of the 12th night following Christmas. In England the local citizenry gathered round the fire, drank freely from the Wassail Bowl and sang the Wassail song.

Councilman Huyett caught the spirit of the idea and volunteered to use the highway trucks to gather up the discarded Christmas trees and greens. Then to the surprise and merriment of those present Palmyra

## Legion To Have Christmas Party

Arrangements are being completed by the Frederick M. Rodgers American Legion Post 156 of Palmyra and Riverton for their annual Christmas party under the direction of George M. Durgin. The affair will be held on Friday, December 20, starting at 7 p.m. in the P.O.S. of A. hall.

Approximately 200 children of this area are expected to be present with the entertainment being provided by magician Paul Isenberg, Jr., of Moorestown. Movies will be shown under the direction of Melvin H. Kreps, of the high school faculty; together with an exhibition of the dancing classes of Alexine Tones, along with a visit by Santa Claus himself.

The Legion still desires any toys which may be repaired and reconditioned. These will be distributed by the Post's Santa Claus to the various children in this area. Last year approximately 5000 toys, games, books, etc., were displayed and distributed at Christmas. A call to the post commander E. Reeves Morgan, Riverton 336 or Clinton Gardner, 521-M will be appreciated by the local post and the article will be collected.

A Christmas turkey raffle is being sponsored by the post and is in charge of Avery Willis with the drawing to take place on Saturday, December 21.

Clinton B. Gardner, of the high school faculty was selected to be chairman of the local oratorical contest, and will be assisted by the chairman of the past several years, Alfred H. Lippincott.

Wall Street on November 25th celebrated the 157th anniversary of the British army's evacuation of New York. Well, times have certainly changed in the last century and a half.

Council's No. 1 white ribboner ("Wee") volunteered to lead in the singing of the Wassail song. He did however, (in all fairness) refuse to comment when asked about the bowl of Wassail.

The Palmyra Fire Company volunteered to stand by and supervise the actual burning at the place of celebration.

The idea was considered good, since the project will undoubtedly remove hundreds of Christmas trees on a given date and greatly reduce the local fire hazard.



SI SOLOGY SEE:  
"Tether day a letter  
seen I me, say he  
"Si took me, say he  
like there is going  
be sum more Greek  
Hercules for post I  
write verses about."

## STILL DISCUSSING LIQUOR LICENSE

The bitterly contested Ruben Felzat liquor license application passed into another stage last Tuesday night when Palmyra Borough Council passed a resolution which, when translated into understandable English constituted a protest of the Acting Commissioner's ruling in the case.

The second paragraph carried a provision that the license be granted under protest and then after considerable discussion it was voted to strike it out of the resolution. The Acting Commissioner having ruled that Council grant the license, the elimination of the second paragraph puts it up to Felzat to open his package store at 107 West Broad street, Palmyra, without a license from the Borough Council. From the trend of the conversation around the board it seems that Felzat intends to open without the license from Council.

Back and Fill

Another round of discussion led to the motion that the Federal Stamp submitted with his application be returned. The next perplexing item was what to do with his check submitted with his application. Motions were made to return it, duly seconded, and then withdrawn, re-made and again withdrawn, and finally ended in "no action." Attorney McCay stated that the case was without parallel and could not give a decisive opinion in the matter.

The resignation of Walter S. Shappell from the Palmyra Board of Health was received with regrets. His term will expire on January 1, 1941.

The relief director reported that at the end of November there were but 6 relief cases covering 10 persons and that the total expenditures for the month amounted to \$56.66.

Widening Street

Councilman Huyett recommended that a letter be sent to the Burlington County Board of Freeholders asking them to put the project of widening Broad street from Lakewood avenue to the A. & P. Super Market on their program for 1941. The motion passed unanimously.

A suggestion from Jos. L. Stack that council sponsor a community Christmas lighting project along Broad street during the holiday season bounced right back in his lap. Council thought the idea a good one and recommended that since he was an officer in the Professional and Businessmen's Association he might be able to induce them to take the project, assuring them of the co-operation of the lighting committee in council.

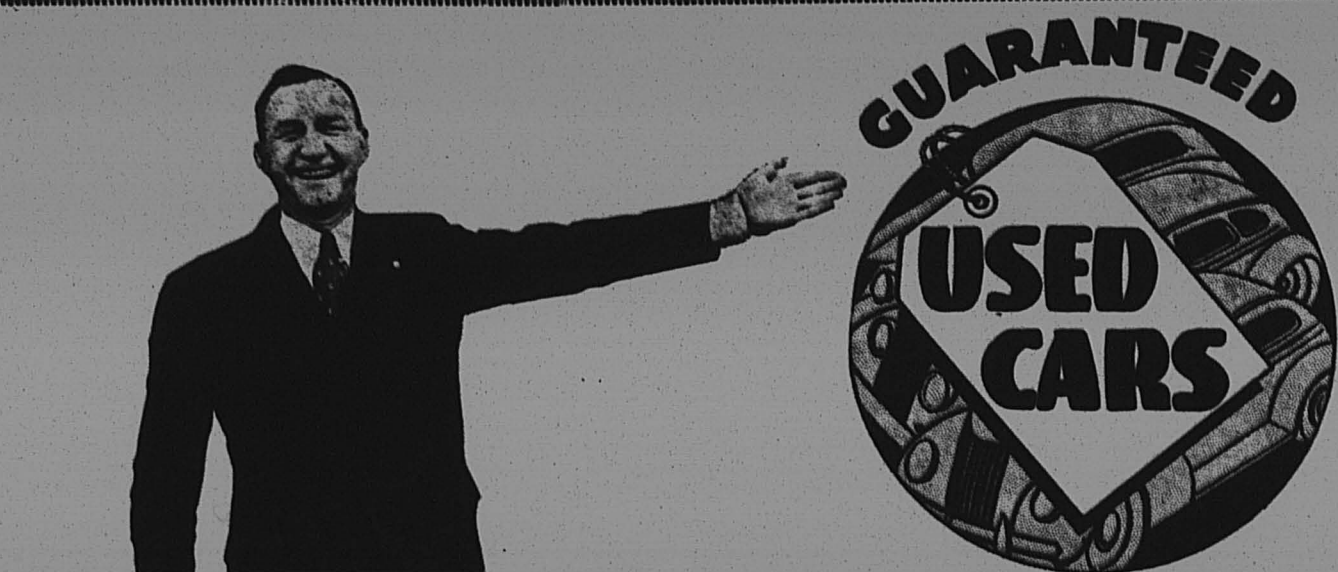
Mayor John F. Ward stated that he felt that a closer understanding of the mutual problems of both the School Board and Borough Council would be beneficial to both bodies and the community as a whole and therefore suggested that the clerk write to the Palmyra Board of Education inviting them to meet with the Borough Council in executive session for just such a purpose. The motion received the unanimous vote of Council.

## JUNIOR WOMEN'S CLUB

December 16th is the date the Palmyra Junior Women's Club will give a Christmas party to poor children of surrounding communities. The party will be held at Society Hall at eight o'clock. Each child will receive a gift and a filled stocking.

After the children's party the Junior Women will hold their own Christmas party where they will exchange 25c gifts. The evening session of the Women's Club is invited to this party.

The army has purchased 2,100,000 sheets. It is hoped that it got them, for it's no fun sleeping between sheets on order.—The Indianapolis News.



AND MAY WE SUGGEST THAT WHEN YOU CONSIDER BUYING A GUARANTEED USED CAR—YOU TAKE INTO CONSIDERATION THE DEALER, HIS REPUTATION FOR "MAKING GOOD" ON A PROMISE, HIS SHOP FACILITIES AND THE GENERAL REPUTATION HE BEARS FOR TURNING OUT GOOD USED CARS.

because . . .

"a guaranteed used car is only as good as the man behind it"

We offer here a SELECT LIST of good used cars—every one of which we guarantee to be exactly as we represent it. They are good and have "JACK" DAWLEY'S personal backing and all of the facilities of his organization behind them.

Stock Number 140-A

### 1939 Oldsmobile

4-DOOR SEDAN—DeLuxe model, heater, white side-wall tires. This car has had exceptional care. Low mileage. Perfect condition. An ideal family car. Upholstery just like new.

Stock Number 143-A

### 1940 Chevrolet

DeLuxe CLUB COUPE—Radio and heater. Two-tone blue. Perfect mechanical condition. Must be seen to be appreciated.

Stock Number 117-B

### 1937 Ford

2-DOOR SEDAN—This car has had unusual care and is an excellent car for economical transportation.

Stock Number 131-A

### 1939 Ford

DeLuxe COUPE—Radio and heater. Low mileage. A perfect business car. Excellent mechanical condition and appearance. Good rubber.

Stock Number R-829

### 1940 Oldsmobile

DeLuxe 4-DOOR SEDAN—Radio and heater. DeLuxe equipment. You should really see this car to appreciate its value. You can buy this car right as we will consider any reasonable offer.

Stock Number 138-A

### 1937 Buick

4-DOOR SEDAN—This is a one-owner car. Low mileage and in excellent condition. An ideal family car.

Stock Number 104-A

### 1938 Plymouth

DeLuxe 4-DOOR SEDAN—This car is a real bargain. Dark blue in color—paint in perfect condition. Excellent condition mechanically. A good car for economical transportation.

Stock Number 150-B

### 1937 Plymouth

DeLuxe 4-DOOR SEDAN—This is a perfect automobile, good paint and rubber and is in excellent mechanical condition.

Stock Number 125-B

### 1937 Chevrolet

2-DOOR SEDAN—This car has been thoroughly reconditioned. Good paint and rubber.

**"JACK" DAWLEY, Inc.**

OLDSMOBILE  
SALES SERVICE

10 BROAD STREET

Phone Riverton 1212

RIVERTON, N.J.

See MR. O'NEILL or MR. DOLBY Our Local Representatives



# Christmas Gifts

that will thrill Him • Her • Sister • Brother • Dad or Mother

RIG IT HERE in PALMYRA you can put a big dent in your shopping list—SAVE MONEY doing it—and SHOP LEISURELY free from the pushing, jostling city shopping crowds. Look over the following items—they are "BOTTOM PRICES" and there are lots more like these here.

## TOYS



Beautiful  
**DOLLS**  
from  
5c  
up to  
**\$1.98**



**Toy Trucks and Cars**  
Rubber Plastic and Metal  
**from 5c to 25c**



**Airplanes**  
10c  
up to  
**25c**  
Machine guns in wings shoot sparks that are harmless.



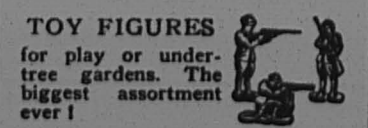
**TOY TEA SETS**  
to delight little girls  
10c to 49c



**TABLE TENNIS SETS**  
**25c**



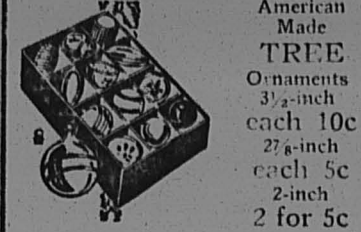
**GAMES**  
of every description to thrill the boys from 6 to 60!



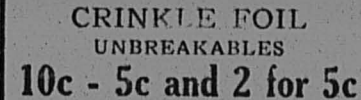
**TOY FIGURES**  
for play or under-tree gardens. The biggest assortment ever!

**5c each**

## XMAS DECORATIONS



American Made  
**TREE**  
Ornaments  
3 1/2-inch each 10c  
2 1/2-inch each 5c  
2-inch 2 for 5c



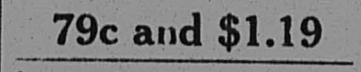
**CRINKLE FOIL UNBREAKABLES**  
**10c - 5c and 2 for 5c**



**TREE LIGHT SETS**  
**29c**



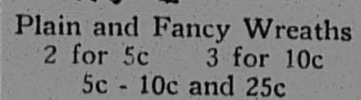
**MAZDA SETS OUTDOOR SETS**  
**59c**



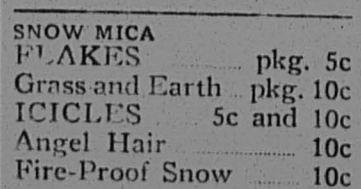
**79c and \$1.19**



Well Made  
**ELECTRIC WREATHS**  
**25c to 49c**



Plain and Fancy Wreaths  
2 for 5c 3 for 10c  
5c - 10c and 25c



**SNOW MICA FLAKES** pkg. 5c  
Grass and Earth pkg. 10c  
**ICICLES** 5c and 10c  
Angel Hair 10c  
Fire-Proof Snow 10c



**GIFT Stationery**  
**10c to 25c**



**GIFT WRAPPINGS**



Tags  
Seals  
Rayon Cord  
Ribbon  
Paper Boxes  
**5c and 10c**

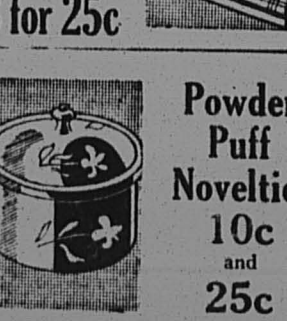
## MISCELLANEOUS



**TIES**  
19c-25c  
Matched Suspenders and Garter Sets  
**49c**



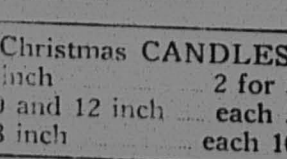
**INITIALED Hankies**  
Embroidered in Color  
**5c each**  
Boxed  
**3 for 25c**



**Powder Puff Novelties**  
**10c and 25c**



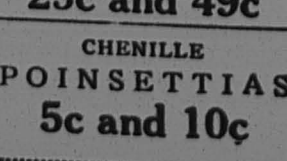
**Toilet Articles**  
**GIFT SETS for Men and Women**  
**25c and 50c**



**Christmas CANDLES**  
8 inch 2 for 5c  
10 and 12 inch each 5c  
18 inch each 10c



**Hurricane Lamps 10c**  
Attractive ROOM or DESK  
**THERMOMETERS 25c and 49c**



**CHENILLE POINETIAS**  
**5c and 10c**

## PALMYRA SCHOOL NOTES

### SECOND REPORT PERIOD HIGH HONOR ROLL

**Juniors**  
Ruth Henry, Robert Lewis, Louise Miller, Peggy Ryan, Eleanor Voorhis.

**Sophomores**  
Genevieve Criste, Vesta Evans, Lorraine Hawks, Marcella Klekot, Mary Lanning, Betty Winks.

**Freshmen**  
Jean Grassie, Jessie Lippincott, Doris Mansey, Virginia Miles, Helen Rowan, Lillian Wells.

**Honor Roll Seniors**  
Edna Armstrong.

**Juniors**  
Dorothea Gosner, Mae Parsons, Phoebe Roray, Evelyn Schwartz, Margaretta Smith, Edith Stevens.

**Sophomores**  
Shirley Friday, Dean Garwood, Doris Paul, Evelyn Rahelic, Calvin Robbins, Robert Shaw, Frank Weigand, Laura Yerkes.

**Freshmen**  
Jean Donaghy, Ruth Hotchkiss, Shirley Pearson, Elizabeth Stiles. The Honor Roll for the second report period, for the Delaware Avenue Building is as follows:

**Grade 8**  
Marjorie Knight, Sonia Nebel, Eleanor Sauerwein.

**Grade 7**  
Alfred Nagle, Dorothy Blackeby, Margaret Dilks, Carol Ward.

**Grade 6**  
Dolly Marshall, Betty Ann Tees, Harry Hubbs, Joseph Nagle, Helen de Gohier, Almira DeViney.

The Honor Roll for the fifth grade, Cinnamon Avenue Building is as follows:  
James Ballantyne, Kenneth Bitman, Raymond Cahill, William Price, Clair Burke, Frances LeCates, Ann Palmer, Doris Stevens.

### ROTARY HEARS ABOUT HONDURAS

A talk on Honduras by Bucky Reeves of the Philadelphia Zoo, featured the last meeting of the Palmyra-Riverton Rotary Club at which, also, three new members were inducted. Charles B. Marple was taken in to fill the classification of Securities and Investments, Charles T. Woolston that of refined oil products, retailing, and Alfred R. Gilmore that of fruit and vegetables, wholesaling; Messrs Marple and Gilmore reside in Palmyra, and Mr. Woolston in Riverton. They were welcomed by Past President Clement B. Lewis, who ably told them of a Rotarian's duties and privileges.

Bucky Reeves, of East Riverton, now headkeeper of the monkey-house at the Philadelphia Zoo was introduced by Rotarian Van Horn, who had known him for many years. Mr. Reeves described his recent trip to Spanish Honduras, where he collected reptiles for the Zoo, and incidentally showed his audience a sample in the form of a young boa-constrictor. This snake Mr. Reeves now keeps as a pet in his room at home.

**Curiosities**  
Mr. Reeves also brought back numerous momentos which included pottery, an Indian coffee mortar, a clay idol, a machette and a piece of wood so light in weight that whole tags of it can easily be carried by one man. He, also, exhibited a Spanish fly beetle, which while

harmless to man, looks huge and horrible to the uninitiated. With one companion, and an eighty year old Spanish-American War veteran for a guide, Mr. Reeves spent a month in the jungle, returning with a small cargo of reptiles for the Zoo. They also, collected butterflies and parrots, but could not secure any monkeys, since the latter lived in trees eighty feet or more tall.

Mr. Reeves was particularly impressed with one of the United Fruit Company plantations, where hundreds of acres of bananas are irrigated on an arid mountainside, and the beauty of the tropical sunsets over the Caribbean Sea. He plans to go again early in 1941, for similar purposes, perhaps this time equipped to capture monkeys.

### MORAVIAN CHURCH Palmyra, N. J.

Rev. Albert J. Harke, B.D., Pastor

The church will feature the traditional Candle Service next Sunday at 7:30 p.m.

The Moravian church has featured such services at Christmas time since 1742 when County Zinzendorf first introduced it at Bethlehem, Pa. The service next Sunday will open with carol singing by the congregation and choir, followed by a brief address, "The Light of the World." The candle service will be featured by the antiphonal singing of "Morning Star," the solo part being sung by Lorraine Davis. Every person present will receive a decorated lighted candle, the service being concluded by candle light. The public is cordially invited.

On Sunday evening, December 22, the Sunday School will present a Christmas program featuring a pageant.

### EPWORTH METHODIST CHURCH

Morgan Avenue and Fifth Street Palmyra, N. J.

Rev. D. Roe Haney, Minister

Epworth Methodist Church will observe one of the pre-Christmas Sundays with church school in all departments at 9:45 and church worship at 11 o'clock and 7:45. Rev. Haney will preach at the morning hour of worship on "Preparation for Christ." The senior and junior choirs will sing. The executive meeting of the Sunday School board will be at 2:30. Senior and Intermediate Epworth League will meet at 6:45. The subject of the evening sermon will be "What Does Christmas Mean to Me?" Song service including Christmas carols will precede the sermon. Fellowship service will follow evening church. Prayer meeting for all Wednesday evening 7:45.

### CHRISTIAN SCIENCE CHURCH

"God the Preserver of Man" is the lesson-sermon subject for Sunday, December 15, in all Christian Science Churches and Societies throughout the world.

The Golden Text is: "The Lord giveth wisdom: out of his mouth cometh knowledge and understanding. . . . He keepeth the paths of judgment, and preserveth the way of his saints." (Proverbs 2: 6, 8).

Among the lesson-sermon citations is the following from the Bible: "For the Lord is our judge, the Lord is our law-giver, the Lord is our king; he will save us." (Isaiah 33: 22).

The lesson-sermon also includes the following passage from the Christian Science textbook, "Science and Health with Key to the Scrip-

tures" by Mary Baker Eddy: "This scientific sense of being, forsaking matter for Spirit . . . confers upon man enlarged individuality, a wider sphere of thought and action, a more expansive love, a higher and more permanent peace" (p. 265).

### BIRTH

Mr. and Mrs. Robert H. Strahan, of 400 Seventh street, announce the birth of a son, Richard Parsons Strahan, on December 9, at West Jersey Homeopathic Hospital, Camden.



**BETTY PETTY BEAUTY STUDIO**  
519 Cinnamon Ave. PALMYRA  
Phone 480

## A Good Memo

" . . . ORDER

ENOUGH OF

WILLIAMS' FUELS

TODAY"

That's what you'll find on a lot of local Memo Pads. Others have found out it pays—you can, too, by calling 1100.

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FUEL OIL - COAL - COKE

Phone 1100

PALMYRA

## A General Motors Masterpiece!



Streamliner "Torpedo" Six Sedan Coupe \$923\* (white sidewall tires optional at extra cost)



GET IT IN A PONTIAC AT THE LOWEST PRICE OF ALL

**Pontiac**  
YOU FIND CAR WITH THE LOW PRICE



The new Pontiac Streamliner "Torpedo" is the lowest-priced car in the world with this sensationally successful new General Motors style ideas. And Pontiac cut no corners on value to give you this car at so low a price. Its styling is identical with that which is featured by cars costing hundreds of dollars more—styling so advanced it is bound to mean more in future trade-in value. It gives you Pontiac's exclusive Tri-Arc Steering and Triple-Cushioned Ride which permits you to relax as you ride. It gives you Pontiac's exclusive Built-In Lifetime Oil Cleaner. And—like all new Pontiac "Torpedoes"—with their Bodies by Fisher—it is offered either as a Six . . . or as an Eight for only \$25 more. Nowhere else will you get as much value for your money—why not see your Pontiac dealer now and let him prove it?

PONTIAC PRICES BEGIN AT \$828 FOR THE DE LUXE "TORPEDO" SIX BUSINESS COUPE  
\*Delivered at Pontiac, Michigan. State tax, optional equipment and accessories—extra. Prices subject to change without notice. General Motors terms to suit your purse. Only \$25 more for an Eight in any model!

**BELLEVUE GARAGE**  
BROAD and KERN STREETS  
EAST RIVERTON, N. J.

MRS. JAMES E. WOLFE'S

# PALMYRA 5 & 10c STORE

9 West Broad Street

Palmyra, N. J.

STORE OPEN EVERY EVENING UNTIL CHRISTMAS—SHOP HERE AND SAVE

A SMALL DEPOSIT WILL RESERVE ANY ARTICLE UNTIL CHRISTMAS







# CHRISTIAN SCIENCE AND THE UPWARD WAY

By Dr. John M. Tutt, C.S.B.  
of Kansas City Missouri  
Member of the Board of Lectureship of The Mother Church, The First Church of Christ, Scientist, in Boston, Mass.

## SCIENCE AND SYSTEM

Christian Science is true Science, indeed, it is the only absolute Science. Outside the Science of Christ all is material, finite, vague and conjectural. Even the so-called exact sciences, such as music and mathematics, are far from exact in the absolute sense, and are at best, but symbols of the true Science of tones and numbers. But because Christian Science is true Science, it is also true religion, for Christian Science translates thought into Spirit. And, to quote Mrs. Eddy: "Christian Science translates Mind, God, to mortals. It is the infinite calculus defining the line, plane, space, and fourth dimension of Spirit." (Mis. p. 22) This is the point, the line, plane, space and fourth dimension of Spirit, where physicists must find themselves; and some even predict that to continue to progress they must abandon matter as fully explained away, and begin the study of the infinite calculus.

Mrs. Eddy has warned that this true Science is "so far in advance of human knowledge that mortals must work for the discovery of even a portion of it." (Mis. p. 22) Being wholly spiritual the infinite calculus must be spiritually discerned. And surely Mrs. Eddy must have known how hard the discovery came, and with what unremitting toil and self-abnegation. In Science and Health she asks: "Has God no Science to declare Mind, while matter is governed by unerring intelligence?" (p. 346) Mrs. Eddy not only discovered the Science of Christ but she proved it to be both Science and Christian, employing it to heal and save on a purely spiritual, divine basis. That these proofs are not more uniformly made today denotes a deficiency in Christians of both Science and Christianity, and a crying need for spiritual growth and working knowledge of this Science. Mrs. Eddy clearly indicates that the demonstration of the divine Principle of Christian Science which heals and saves, prevents error, and establishes and maintains harmony and normality, can be made with

system, form, rules, law; and that imbued with spiritual power, these elements of true Science are consonant with spiritual understanding or the consciousness of Truth. That a definite system is taught in the Christian Science textbook is indicated in its every page, for Science and Health sets forth the things of God. In a divine universe all must be law and order, subject to rules and regulations according to divine Principle, under the jurisdiction of Mind. And, moreover, since Christian Science finds its authority in the Bible, one should and can also find evidences of its system there. For example, the twenty-seventh Psalm is a perfect illustration of the application of the Science of Christ, the spiritual idea of Truth, to the destruction of error. Here every needed and proper step in a Christian, a scientific treatment, is covered. The physical malady is brought upon its falsely mental plane, and the wrong concepts, the false beliefs, are replaced with the right idea. In this Psalm affirmation of Truth and denial of error are employed. The arguments of reversal and relapse are successfully refuted. Fear is

cast out, and the triumph of Truth over error is registered. And the treatment ends on a paean of praise and joy and gratitude.

## NEW POLICE BOOTH

Under the direction of Chief C. Morris Beck, of Palmyra, workmen have erected a new traffic control booth at Broad street and Cinnaminson avenue.

The structure is located on the northeast corner and the controls and telephones have been moved from their former location across the street.

The new facilities will be a decided convenience for the officer on duty during the winter months.

## VOLUNTEER FROM LOCAL BOARD

William H. J. Downing, of Maple Shade, will leave to be inducted into the army on Thursday morning of this week, being the first volunteer to be sent by Local Draft Board No. 1, of Palmyra.

Mr. Downing is being sent to replace Clifford Mason, of Palmyra, one of the first two selectees to leave here but who was not accepted for service because of the results of the final examination given at Trenton.

Downing, by volunteering for service, thus became the first on the list of eligibles.

## VENETIAN BLINDS and WINDOW SHADES

purchased here are measured and installed FREE  
Prices Reasonable!

**SCHWERING'S**  
Palmyra, N. J. Phone 28



## COST is a consideration

A policy of long standing is that of helping to keep the costs at a level desired by those who seek the services of the Snover Funeral Home.

We take special care in cooperating on costs, and very often are able to offer expense-saving suggestions.

## AIR CONDITIONED

The  
**Snover Funeral Home**  
Incorporated  
313 E. Broad St., Palmyra, N. J.  
Phone—Riverton 830

## Collecting and Clearing Your Checks

ONE of the most valuable services rendered by banks to the American people and American business is the clearing and collection of checks, drafts, etc. It is a service that functions so smoothly, efficiently, and quickly that it is taken entirely for granted and little thought is given to how it operates.

This system works through a well-developed plan of cooperation among country banks, city correspondents, and Federal Reserve banks.

Through it you can deposit in your bank a check drawn on a distant point, and in a few days the money will be transferred from that point to your bank, ready and available for you to use.

Did you ever stop to think what you would do without access to such a system?

**Cinnaminson Bank and Trust Co.**  
RIVERTON, N. J.  
Member Federal Deposit Insurance Corporation

## NORGE

### APPLIANCES

VICTOR RECORDS  
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**C. WARD LOWDEN**  
514 Cinnaminson Avenue  
PALMYRA  
Telephone 717

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

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

**Collins' Floor Service**  
Old Floors Made New  
Sanding - Finishing  
Scraped - Shellacked - Varnished  
Waxed - Prices Reasonable  
Phone Bordentown 414

## A WORD TO THE GENTLEMEN

### About The Ladies

In your office a telephone sits at your elbow all day long. It saves you many, many steps each day and you use it constantly to go places and get action in and out of town. Think for a moment how inconvenient it would be if you had to walk a consider-

able distance every time the telephone rang, or you wanted to make a call.

Now, how about your wife at home? How many times a day does she have to hurry up or downstairs to answer the telephone? If she is giving the baby his bath, must she go downstairs and leave him unprotected or just let the telephone go on ringing? If she is alone at night, is there a telephone handy at her bedside?

There's an answer to these questions for every man's wife. It's an extension telephone that would save weary steps, give her more time to enjoy life and give her and the baby protection and security at all times. For a few cents a day,

New Jersey Bell Telephone Company



# BUSINESS DIRECTORY



RAPID REFERENCE TO RELIABLE BUSINESS HOUSES

## AUTOMOBILES

**Pontiac** SALES SERVICE  
**BELLEVUE GARAGE**  
Broad and Kern Sts. E. Riverton  
Telephone Riv. 1595 - Night 163-M

**"JACK" DAWLEY, Inc.**  
Oldsmobile  
SALES and SERVICE  
Safety Tested Used Cars  
10 Broad Street, Riverton  
Telephones  
Riverton 1212 Merchantville 580

**Koppenhaver Motor Co.**  
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RIVERTON, N. J.

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RIVERTON

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Special Attention to All Work  
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A sturdy portable typewriter  
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FOR SALE AT  
THE NEW ERA



## THE NEW ERA

Published Every Thursday at 609 Main Street  
RIVERTON, N. J.  
Entered at the Riverton, N. J. Post Office as Second Class Matter  
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KARL W. LATCH, Adv. Mgr.  
4 Second Street, Riverton  
Phone 406

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

Subscription \$1.50 a Year in Advance

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## PRINTING

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

## What Is Capitalism?

The head of one of America's largest banks recently had this to say concerning capitalism: "Business must have capital. What is capital? Savings. Whose savings? The people's, yours, your friends, your neighbors."

"Everyone who saves something from his earnings and puts that money to work, or has it put to work for him, is a capitalist. That is the American way, the way in which America has been built. Capitalism is democracy—at work."

That's simple, and it's sound. Capitalism is a term too often used to mislead the uninformed and create political discord. The truth is that capital is the collective invested savings of millions of people—the man with a hundred dollars, the woman with five hundred.

That's what the capital in the nation's banks consists of. The average bank deposit is small. But put millions of those accounts together and you get real money—the money that goes to build homes, to start businesses, to expand industries, to make jobs, and to the thousand and one things necessary to keep American industry expanding and employing labor.

The nation's bankers are simply the custodians of this capital. They don't own it. They are hired managers, responsible to their depositors and controlled by the strictest kind of laws. It's their job to put it to work where it is safe—and where it will be employed in building up the wealth and the resources and the economic and social values of America. The great majority of American families are capitalists. Their future security depends on invested savings in industries, in life insurance, in land, etc. Any political trend which weakens our private enterprise system, strikes at individual savings—capital.

## On Schedule

Most of us can remember the tremendous congestion in transportation which existed during the chaotic days of 1917 and 1918. Railroad service broke down. Needed shipments were delayed for months. But, believe it or not, that was not the fault of the railroads.

This is shown in the 1918 report of William G. McAdoe, director general of the United States Railroad Administration. Describing the potent causes of congestion, he pointed to "the necessity of giving priority to shipments of government freight, and the lack of central control, even in a single department, to decide the degrees of importance in priority."

"As a result," says a recent commentator, "the railroad yards were choked with thousands of cars bearing the little red tags which called for government priority movement, with no one to tell which priority had priority over all the other priorities."

In other words, due to confusion among the many and varied government departments, railroads were forced to use thousands of their cars for warehouses—cars which, had they been promptly unloaded and released, could have been put to work at once moving more freight and eliminating congestion.

Today our preparedness program involves unusual demands for railroad service. But there is small danger that conditions of 1917 and 1918 will be repeated. The railroad industry has worked long and hard with the proper governments in making plans for just such an emergency as we now face. Every possible precaution has been taken to avoid congestion—to see to it that freight is not loaded and shipped until it can be unloaded and delivered. In other words, freight cars are not to be used for warehouses. The railroad plant is the finest in history. This time the traffic is moving on schedule.

## Leading Fire Hazards

According to the National Board of Fire Underwriters, if people would inform themselves about the five leading fire hazards, which are responsible for the majority of our fires, the number of fires in this country could be reduced by a tremendous percentage.

First and foremost of the hazards is carelessness, with

matches and smoking materials. And this is also one of the easiest hazards to eliminate. Be absolutely certain that all such materials are extinguished before discarding—and even then don't throw them into waste paper baskets. Keep plenty of ashtrays handy. Store your matches where they are beyond the reach of children. And never smoke in bed.

Heating plants are another prolific source of fire—and they constitute a hazard which is at its worst this time of year. Chimneys and flues should be checked and cleaned each year. Flue linings of fire clay are essential for maximum safety. Sagging or rusted stove-pipes should be repaired, and smokepipes should be a safe distance from combustibles. Over-heating of stoves and furnaces is always a danger. Never force the fire—if your heating plant is not working satisfactorily, call in an expert.

Misuse of electricity is still another main cause of fire. Use standard fuses of the correct size only, and never use a coin as a substitute. Disconnect all heat-producing appliances when leaving home. Have exposed wiring inspected and if necessary repaired by a qualified electrician—not by an amateur.

Spontaneous ignition is one more of fire's allies. It isn't as mysterious as it sounds. Oily and paint-stained rags or mops are among the worst offenders, and should always be kept in tightly closed metal container. And even papers and similar rubbish have been known to burst into flame spontaneously. Keep all rooms free of disorderly debris—and don't forget the attic, basement and closets.

A cause of many deaths and serious injuries is home cleaning with benzene, naphtha, gasoline and similar explosive liquids. Send your cleaning out—that's both the cheapest and safest way in the long run.

Here are rules that will prevent most fires. Preserve them and observe them—and the chances will be long against fire paying a disastrous visit to your home.

## Legal Notices

IN CHANCERY OF NEW JERSEY  
To: Katherine Klein; Louis Schwartz; Florence Schwartz; Louis Schwartz, Executor of the Estate of Adolph Schwartz, Deceased; Goldie Schwartz; Horace Schwartz; Robert Schwartz; Maurice Schwartz; David Fisher; Julius Weisner; Leo Weiner; Anna Weiner; the heirs, devisees or personal representatives of Joseph Schwartz; the heirs, devisees or personal representatives of Anna Weiner; and the heirs, devisees or personal representatives of Adolph Schwartz;  
By virtue of an order of the Court of Chancery of New Jersey made on the

seventh day of November, 1940, in a cause wherein Camden Trust Company, Successor by merger to Camden Safe Deposit & Trust Company, Trustee, a banking corporation of the State of New Jersey, is complainant and Katherine Klein and others are defendants, you are required to appear and answer the bill of said complaint on or before the eighth day of January next or the said bill will be taken as confessed against you.  
The said bill is to foreclose a certain mortgage given by Adolph Schwartz and Julia Schwartz, his wife, to Harold D. Ellis which mortgage was subsequently assigned by Camden Safe Deposit & Trust Company, Administrator, C.T.A., of the Estate of Harold D. Ellis, to Camden Safe Deposit & Trust Company, Trustee under deed of trust by Juanita B. Ellis dated August 4th, 1916, on premises known as part of Lot 56 on a certain Plan or Survey of the land of Joseph Morgan, Palmyra, New Jersey, and you, Katherine Klein; Louis Schwartz; Florence Schwartz; Louis Schwartz, Executor of the Estate of Adolph Schwartz, Deceased; Goldie

Schwartz; Horace Schwartz; Robert Schwartz; Maurice Schwartz; David Fisher; Julius Weisner; Leo Weiner; Anna Weiner; the heirs, devisees or personal representatives of Joseph Schwartz; the heirs, devisees or personal representatives of Anna Weiner; and the heirs, devisees or personal representatives of Adolph Schwartz are made defendants because you are the heirs of Adolph Schwartz and may have some interest in the premises covered by the above mortgage.  
JOSEPH BUCK TYLER,  
Solicitor for and of Counsel with  
Complainant,  
413 Cooper Street, Camden, N. J.  
At 11-21-40 12-12-40

TOWNSHIP OF CINNAMINSON  
IN THE  
COUNTY OF BURLINGTON,  
NEW JERSEY

NOTICE OF SALE OF LANDS FOR  
UNPAID MUNICIPAL LIENS

NOTICE is hereby given that I, Joseph E. Keating, Collector of the Township of Cinnaminson, in the County of Burlington, State of New Jersey, pursuant to the Tax Sale Law of the State of New Jersey (Revised Laws of New Jersey, Chapter 51, on SATURDAY, DECEMBER 21st, 1940

at one o'clock in the afternoon of said day, the several lots and parcels of land, together with interest from said date to the date of the sale, with costs thereof, to such person or persons as will purchase the same subject to redemption at the lowest rate of interest, but in no case in excess of eight per centum per annum.  
The several lots and parcels of land to be sold and the names of the owners thereof, and the total amounts due thereon respectively, as computed to July 1, 1940, are as follows:

	Tax	Interest to July 1st
John Ferrell, house and lot at Wrightville 1937 Taxes 1938 Taxes 1939 Taxes	\$30.52 \$0.96 \$3.28	\$5.11 \$0.46 \$0.62
Mary Drinkwater, house and lot Nos. 192-194-195-196-1018 Parry, N. J. 1937 Taxes 1938 Taxes 1939 Taxes	\$16.40 \$7.29 \$9.60	\$2.92 \$1.90 \$1.53
Mary Drinkwater, lot at Parry, N. J. 1937 Taxes 1938 Taxes 1939 Taxes	\$2.28 \$0.66 \$0.90	.63 \$.44 \$.54
Howard Morgan, 31 Lots at Bellevue 1937 Taxes 1938 Taxes 1939 Taxes	\$22.52 \$2.96 \$3.58	\$5.11 \$0.46 \$0.62

11-28 to 12-19-40

## OBITUARIES

## JOHN H. FREHAFFER

John H. Frehafer, of 420 Thomas Avenue, died on Saturday, December 7.

Funeral services were held on Tuesday at 2 p.m. from the Snover Funeral Home, the Rev. Francis B. Downs officiating.

Interment was made in Lakeview Memorial Park.

The deceased is survived by his wife, Elizabeth C. Frehafer and one brother Samuel, of Newtown, Pa. He was a member of the Elks, of Torrington, Conn.

Mr. Frehafer held a responsible position with the Riverside Metal Company for twenty years.

AN ORDINANCE OF THE BOROUGH OF RIVERTON IN THE COUNTY OF BURLINGTON AMENDING AN ORDINANCE OF THE SAID BOROUGH ENTITLED "AN ORDINANCE OF THE BOROUGH OF RIVERTON IN THE COUNTY OF BURLINGTON REGULATING THE PARKING OF VEHICLES ON PORTIONS OF CERTAIN STREETS IN THE SAID BOROUGH AND PRESCRIBING PENALTIES FOR THE VIOLATION OF THE TERMS AND PROVISIONS THEREOF"

BE IT ORDAINED BY THE BOROUGH COUNCIL OF THE BOROUGH OF RIVERTON IN THE COUNTY OF BURLINGTON:

SECTION 1: That Section 2 of an Ordinance of the Borough of Riverton in the County of Burlington regulating the parking of vehicles on portions of certain streets in the said Borough and prescribing penalties for the violation of the terms and provisions thereof, adopted and approved July 11, 1940, be and the same is hereby changed and amended so as to read and be as follows:

SECTION 2: That no person shall park any vehicle for more than one hour com-

## SANTA SUGGESTS

## ATLAS TIRES



to keep Dad rolling along the highways safe and sound all year long.

Then too he might like to have—

- A case of the famous ESSO oil
- A car heater
- Car Mirror
- Skid Chains

Why not come in and let us suggest something from our accessory line—

## WOOLSTON'S

Esso STATIONS  
Main and Howard Streets  
Riverton

Burl. Pike at Highland Ave.  
Cinnaminson  
Cars Called for and Delivered  
Phone 1567

visuously, on any week-day, between the hours of nine o'clock A. M. and six o'clock P. M. on any of the hereinbefore designated portions of streets in the said Borough of Riverton:

- The Southwesterly side of Main Street within 275 feet Northwestwardly from North Broad Street;
- The Northwesterly side of Main Street between North Broad Street and Howard Street;
- The Northwesterly side of Main Street within 125 feet Northwestwardly from Howard Street;
- The Northwesterly side of Howard Street within 105 feet Northwestwardly from Main Street.

SECTION 2: That this Ordinance, after

its final passage, adoption, approval and publication as required by law, shall take effect immediately upon the approval thereof by the Commissioner of Motor Vehicles of the State of New Jersey.

Attest:  
DANIEL M. CLIFTON,  
Borough Clerk.

Dated: December 11, 1940.

NOTICE is hereby given that an Ordinance of which the foregoing is a copy was finally passed and adopted by The Borough Council of The Borough of Riverton in the County of Burlington, State of New Jersey, at a meeting thereof held on the fourteenth day of November, 1940, and was approved by the Mayor on the same date.

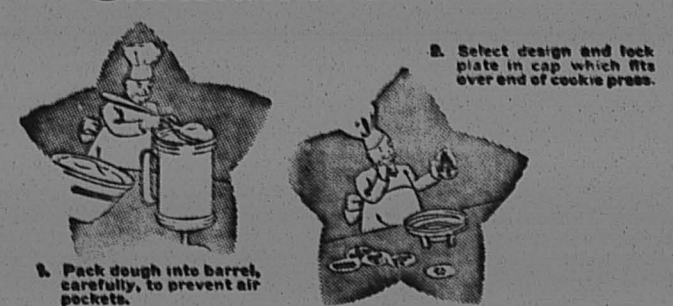
By Order of The Borough Council of The Borough of Riverton in the County of Burlington, State of New Jersey, at a meeting thereof held on the fourteenth day of November, 1940, and was approved by the Mayor on the same date.

Dated: December 11, 1940.

The Palmyra Tennis Club will hold a meeting in Society hall Friday night at 8.15.

An Illinois golden wedding couple have a fifty-year-old piece of fruit cake which was given them on their wedding day. They have decided to save it for their diamond jubilee twenty-five years hence. That is taking an awful chance as it will probably come under the hoarding act before then.

## Christmas Cookies



CRISP cookies in amusing shapes are one of the joys of Christmas. Children treasure them and often choose a favorite which they refuse to eat. Grown-ups smile at the cookies and try to recapture the Christmas thrills of childhood.

The entertaining shapes of the cookies are made with a cookie press, cookie cutters, or with a knife. With a cookie press you can make little cakes in the shape of flowers, Christmas trees, puppies, stars and even camels. Trim them with candied fruits, icing, colored sugar, nuts and colored candies to dazzle the eye.

It's fun to bake cookies in your gas range and to design clever decorations for them. Christmas cookies make a wholesome Christmas gift that will delight a person of any age.

Here are recipes to use with the cookie press:

- Peanut Butter Cookies**
- 1 cup butter
  - 1 cup granulated sugar
  - 1 cup brown sugar
  - 2 eggs, beaten
  - 3 cups sifted flour
  - 1 cup moist peanut butter
  - 2 tsp. soda
  - 2 tsp. boiling water
  - 1/2 tsp. salt

Cream butter and sugars together. Beat in egg, then peanut butter. Dissolve soda in water and add to mixture. Sift salt with flour and add. Put through cookie press onto cookie sheet and bake at 425 degrees for eight to twelve minutes.

- Norwegian Crowns**
- 1/2 cup butter
  - 1/2 cup sugar
  - 1 cup sifted flour
  - 2 hard cooked egg yolks
  - 1/4 tsp. almond extract

Sift flour, add soda, salt and cinnamon and sift again. Cream shortening, add sugars gradually and beat until light. Add beaten eggs. Combine dry ingredients with creamed mixture and blend thoroughly. Force through cookie press onto greased baking sheet. Bake at 400 degrees ten minutes or until light brown. To decorate, place piece of candied cherry, one-half a nut or whole raisin in center before baking.

## Christmas G-I-F-T-S

from THE MILDRED SHOP

- LADIES'**
- GRANITE HOSIERY
  - NYLON STOCKINGS
  - LAROS LINGERIE
  - HANKIES
  - PERFUME
  - COSTUME JEWELRY
  - STATIONERY
  - EVENING BAGS
  - COMPACTS

- CHILDREN'S**
- GAMES
  - DOLLS
  - UNDERWEAR
  - SOCKS
  - PARKA HOODS
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  - MITTENS
  - PIG BANKS

**MISCELLANEOUS**

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- 3rd Dimension Pictures
- Hammered Aluminum
- Greeting Cards
- Gift Wrappings

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604 Main Street, Riverton

OPEN EVERY EVENING UNTIL CHRISTMAS

## AMERICAN STORES

Prepare Now With These Big Holiday Food Values

Christmas will soon be here and our Stores are stocked full with the very finest Christmas foods. Everything you'll need for the happy Christmas season at prices that will save you money.

Where Quality Counts and Your Money Goes Furthest

1-lb jar 4500 Delicious **PURE PRESERVES**  
Cherry, Peach, Pineapple, Blackberry and Apricot-Pineapple.

1-lb jar 4500 Pure **PEANUT BUTTER**

1-lb jar 4500 Orange **MARMALADE**

Assorted As You Wish **2 jars 29¢**  
6 jars 85¢

Farmdale Cut Wax Beans 2 No. 1 17¢  
Rob-Ford Sugar Corn Whole Kernel 18 or 9c  
Sunrise Tomato Juice 2 1/2 qt. 15c  
Aunt Jemima Pancake Flours 2 1/2 qt. 19c  
Golden Table Syrup 2 1/2 qt. 19c

Ground Corn Meal 2 lbs 5¢  
White Soup Beans 1 lb 5¢  
Fancy Blue Rice 1 lb 5¢  
Calif. Seedless Raisins 11-oz. pk. 5¢  
Salt Mackerel Fillets 1 lb 5¢

ORANGES Juicy Florida IDEAL Family Size doz 15¢

Stayman Winesap Apples 4 lbs 19¢  
California Iceberg Lettuce 2 heads 15¢  
Fresh Ripe Tomatoes 1 lb 15¢  
Idaho Potatoes All Purpose 5 lbs 15¢

Juicy Florida Grapefruit 5 for 15¢

PORK SHOULDERS Small Lean Short Cut FRESH 12¢

Fresh Killed Nearby FRYING (Up to 3 lbs) CHICKENS 23¢

Large Smoked Skinned HAMS 14¢  
Butt Ends 19¢ Center Slices 35¢  
Tender Juicy RUMP or ROUND

STEAKS 33¢

Fresh Optimum Quality Select OYSTERS 4 1/2 doz 15¢  
MACKEREL 12¢  
Fillets Mackerel 17¢  
CODFISH 15¢

heat-fla COFFEE  
1-lb 18¢ 2 lbs 29¢  
WIN CREST 2 lbs 25¢

These Prices Effective in Our Stores and Meat Markets in Riverton and vicinity



## Church Notices

## BETHANY EVANGELICAL LUTHERAN CHURCH

Broad Street and Morgan Avenue  
Palmyra, N. J.

Rev. Harold Lee Rowe, Pastor

Friday, 3:45 p.m.—Children of the Church.

Saturday, 9:30 a.m.—Confirmation class. 10:30 a.m.—Jr. Catechetical Class.

## Sunday

9:30 a.m.—Children's Church. Sermon, "Away in a Manger."

10:00 a.m.—Church School.

11:00 a.m.—The Service. Sermon, "Finding No Offense."

6:45 p.m.—A joint meeting of the Luther Leagues in a special Christmas program.

8:00 p.m.—Vespers. Sermon, "The First Christmas Music."

## WESTFIELD FRIENDS MEETING

Burlington Pike

Sunday Morning

10 o'clock—Firstday School.

11 o'clock—Meeting for Worship.

PARISH OF CHRIST CHURCH

Riverton, N. J.

Rev. Francis B. Downs, Th.B.

## CHRISTIAN SCIENCE CHURCH

First Church of Christ, Scientist

Thomas Ave. at 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 Avenue and Seventh Street, Riverton, open Tuesday and Friday, 2:30 to 4:30.

## CENTRAL BAPTIST CHURCH

Rev. George Lockett, B.D., Pastor

Sunday, December 15th

Bible School, 10:00 a.m.—Much emphasis is being placed on two phases of teaching, namely, that of youth with character training as the greatest importance, and also of adult education. Teaching, such as will most adequately fill the needs of both, will be found in the lessons as are taught weekly in the Bible Schools. Both the youth and adult is given inspiration and incentive to reach higher goals in life which will not only make a better world for today, but for generations to follow. If you are an adult, are you getting this most needed education, and if so, are you doing your part to see that youth is so directed in the right course? If you are affiliated with any church in this vicinity, why not start now to avail yourself of its teachings. If not, you will be welcomed at "Central Baptist" Classes for every age.

Morning service, 11:15 a.m.—Another timely and thought provoking subject has been announced by the pastor for his subject this Sunday morning. He will speak on "Room for Jesus." The Choir will render the anthem "The Voice in the Wilderness" by Scott. Mr. J. Russell Jernon, bass, will be the soloist during the service. While "Central Baptist" enjoys large congregations, there is always room for the visitor and the member who has been an

absentee. Both are always extended that hand of fellowship that dispels that "stranger" feeling.

R.Y.P.U. 6:45 p.m.—A program, especially suited to young people will always be enjoyed by all who attend. Come out, participate in this and bring your friends.

Evening service, 7:45 p.m.—A special service of unique interest will be held in the church this Sunday evening. It will be an opportunity none will want to miss! Miss Frances Tencate, who has spent years in India, having attended the Emily Coles Memorial School of Telegu Mission, South India, will tell of her experiences as a missionary in that part of the Eastern Hemisphere. Miss Tencate is a speaker of unusual interest and tells a compact story yet covering a large subject. "How Lovely Are the Messengers" by Mendelssohn will be the choir's appropriate selection for the evening.

The Sunday School Christmas Party has been announced and will be held on Friday evening, December 27. This, too, will be the unusual this year where both young and old will be in a position to participate.

## Wesleyan Men's Bible Class

For the Men of the Community  
THE GOOD SHEPHERD

The Oriental Shepherd in his avocation represented certain unusual qualities that gave him recognition in the Old Testament. Jesus gave him special recognition in assuming the title "I am the Good Shepherd," as set forth in St. John 10. He goeth before them, the sheep follow him; He leads them, does not drive them. He knows them by their names, the sheep know his voice and follow him. In the lonely hills the wolves were ever on the alert to attack them.

Jesus said "The Good Shepherd giveth his life for the sheep." He abides with His believers in all the experiences in life and through His death we are safe from all alarm. "I am with you always" is the assuring promise! In this comparison with the Shepherd how knowingly and lovingly Jesus sets forth his understanding and sympathy with us in this life.

As we assemble together in our Bible Class we enjoy within us the poetic music of the 23rd Psalm, knowing too as we go forth how inspiring it is to realize—"The Lord is my Shepherd."

We invite you to meet with us next Sunday at 9:50 a.m. and follow the leadership of "The Good Shepherd." Mr. Poinsett will address the class.

Special Feature: Robert Morrison, clarinet, accompanied by Mrs. Morrison.

## SACRED HEART CHURCH

Fourth and Linden Avenue

Riverton, N. J.

Rev. John F. Welsh, Pastor

Sunday Masses, 7, 9 and 10:30.

Daily Mass, 7 o'clock.

Benediction of the Blessed Sacrament at the conclusion of the 10:30 a.m. Mass.

Confessions Saturdays, 3:45 to

5:45 and 7:30 to 9 p.m.  
Novena service in honor of Our Lady of the Miraculous Medal Monday nights at 7:45 o'clock.

The school alumni association will hold a meeting this evening in the school. All members and graduates are requested to be present.

Catholics who desired at the Masses last Sunday took the Pledge of the Legion of Decency. This pledge has been taken by Catholics throughout the country since 1934 on the Sunday within the octave of the Immaculate Conception, Patroness of the United States. The pledge was worded in the following manner: In the Name of The Father and of The Son and of The Holy Ghost. Amen.

I condemn indecent and immoral pictures, and plays and those which glorify crime or criminals. I promise to do all that I can to strengthen public opinion against the production of indecent and immoral films, and to unite with all who protest against them.

I acknowledge my obligation to form a right conscience about pictures and plays that are dangerous to my moral life. As a member of the Legion of Decency, I pledge myself to remain away from them. I promise, further, to stay away altogether from places of amusement which show them as a matter of policy.

Evidence is accumulating that there is a partial return to practices against which the voice and authority of the Catholic Church in the United States vigorously protested in 1934.

Last Sunday the Catholic Church observed the feast of the Immaculate Conception. The Church called upon the faithful to honor the Blessed Mother of God in a very special manner. This feast is of particular significance to the people of the United States in that it is the patron feast of this nation. Our own be-

loved America is dedicated in a very special manner to Mary, the Mother of Jesus, under the glorious title of her Immaculate Conception.

We, as Catholics, are proud to honor our spiritual mother, Mary, the Queen of the Angels, and the Saints in heaven and our Mediatrix at the throne of her son, Christ, the King of kings. In this hour when the sons of men are looking frantically for peace and concord amongst races and nations, let a prayer go up from every Catholic and Christian heart to the Mother of the Prince of Peace that he may reign to soften the hearts of men, to cause to see the errors of their ways and to relent from the false doctrine of the evil one that can bring only carnage, destruction, hatred, disease, and pestilence upon the face of the earth.

Many voters who believed all the campaign orators said will be pleasantly surprised this morning to find that the man on their doorstep is a bill collector, and not Hitler.—Cleveland Plain Dealer.

**Pullman Fares Reduced for the Holidays**

Round-Trip Pull Fares in Pullman cut to 24c a mile, going Dec. 20 '40 Jan. 1. Returning until January 6.

Going home for the holidays? Go by Pennsylvania Railroad—and save money!

Go Pullman round-trip—and you pay only 24c a mile. Special reduced Pullman fares cover the period Dec. 20 to Jan. 1 (Going until Jan. 1)—so you have as many as 16 days for a nice long visit at home or a glorious mid-winter vacation. Rates for Pullman accommodations are cut, too—so you can get a grand night's sleep in air-conditioned facilities; and on many through trains, enjoy beautiful Pullman lounges... all at a saving!

Go Coach—and you ride for 2c a mile one-way... as little as 16c a mile round-trip! So take the Pennsylvania Railroad for your Christmas trip... enjoy the ride! ...enjoy the savings!

Give a trip for a gift! Attractive Gift Certificates at all Pennsylvania Railroad Ticket Offices.

Holiday purchases left you "short"? **GO NOW—PAY LATER!** New Time-Payment Travel Plan. No money down! You get complete transportation—everything. Pay later in convenient installments. Ask Ticket or Travel Agent for details.

## PENNSYLVANIA RAILROAD

## OPEN LETTER

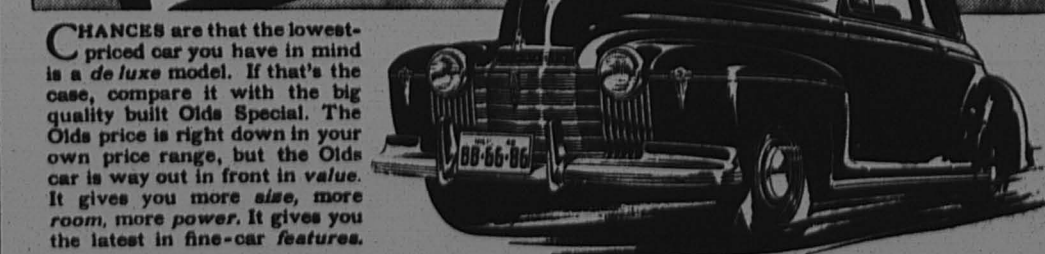
TO THE 100,000 PEOPLE WHO INTEND TO BUY  
DE LUXE LOWEST-PRICED CARS THIS MONTH

Before you sign on the dotted line, be sure to compare the price of the car you have in mind with that of the low-priced OLDSMOBILE. You'll be surprised to find only a small difference in dollars but a whale of a big difference in automobile!

**\$852\***

HERE'S WHAT YOU GET:  
100HP 6-CYL. ECONO-MASTER ENGINE  
110-INCH WHEELBASE  
BIGGER ROOMIER FISHER BODY  
NEW INTERIOR LUXURY  
4 COIL-SPRING RHYTHMIC RIDE  
FAMOUS OLDS QUALITY THROUGHOUT!

LOW-PRICED OLDS SPECIAL ALSO AVAILABLE AS A 100 HP. SPORT AT SLIGHTLY HIGHER PRICE



CHANCES are that the lowest-priced car you have in mind is a de luxe model. If that's the case, compare it with the big quality built Olds Special. The Olds price is right down in your own price range, but the Olds car is way out in front in value. It gives you more size, more room, more power. It gives you the latest in fine-car features.

Olds prices begin at \$852 for Special Six Business Coupe. Sedan prices start at \$898, delivered at Lansing, Mich. State tax, optional equipment and accessories—extra. Prices subject to change without notice.

OFFERED WITH HYDRA-MATIC DRIVE! \*Optional at Extra Cost

Try Olds' Hydra-Matic Drive. You have no clutch to press—no gears to shift by hand. You get smoother getaway, livelier all-round performance!

**OLD SMOBILE**

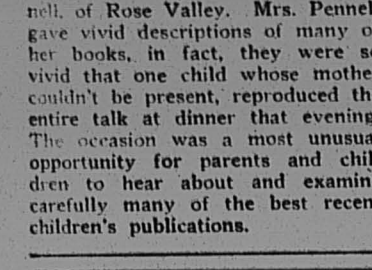
"JACK" DAWLEY, Inc., 10 Broad Street, Riverton  
TELEPHONES—Riverton 1213—Mantoloking 500

## Westfield Friends' School

The Christmas spirit is truly in the air at Westfield. If you could take a peep at us some day soon, you would find some Red Cross knitting going on in spare moments; you would see various contributions including toys, canned goods and money arrayed in the hall; on Tuesdays and Fridays you would hear Christmas carols being practiced; on Thursday you would see the art classes busy finishing gifts for fathers, mothers and friends; and during one period of the day you might stumble on to a rehearsal for the annual Christmas play which will be given Friday morning December 20, at 9:30 o'clock. Do keep this date open, everyone!

The play has just been completed by the upper classes in their work. Characters were selected by voting.

This past week's assembly was most interesting. Kenneth Conrow and Bob Jamison conducted the meeting. One important feature was a dramatization of Red Riding Hood by the kindergarten. Another feature of the program and which was of great interest to everyone, was a fine display of children's books brought to us by Mrs. Frances Pennell of Rose Valley. Mrs. Pennell gave vivid descriptions of many of her books, in fact, they were so vivid that one child whose mother couldn't be present, reproduced the entire talk at dinner that evening. The occasion was a most unusual opportunity for parents and children to hear about and examine carefully many of the best recent children's publications.



## Alley Gossip

## LEAGUE STANDINGS

## Ladies League

Luckies	26	10
Camels	21	15
Murads	18	18
Kools	18	18
Wings	16	20
Marvells	9	27

The high scorers were: Henry, 180; Brown, 179; Shivers, 173; Belitz, 166; Goodwin, 166; Saylor, 178. A free game was won by Haines for bowling an even 175.

## Burlington County League

Sky Chief	26	17
Garden State	19	14
Snowers	18	15
Riverside	18	15
Dalino's	17	16
Palmyra	13	20
Medford	12	21
Shouten's	9	24

Scores over 200 were: Tim, 263, 201; Haines, 223; Schmidt, 200, 202, 221; Himes, 214; Evalul, 202, 220. A medal was won by Schmidt for 3 consecutive games over 200 and a free game by Evalul for an even 220.

When we read the official military communications from the various capitals of Europe we become convinced that falsification is in no danger of becoming a lost art.

## Canaries for Sale

## GUARANTEED SINGERS

MRS. L. E. GEST

615 Thomas Avenue

Riverton, N. J.

## WORK ON S-41

Having received approval of plans from the U. S. Public Roads Administration, State Highway Commissioner E. Donald Sterner will take bids Monday, December 30, for the construction of the divided roadway with center safety island on five and nine-tenths miles of Route S-41, extending from Kresson at the Burlington County line to Route 43 (the White Horse Pike) at Berlin, to provide an express highway cross-state to the South Jersey seashore resorts.

The cost of the improvement will be divided on a 50-50 basis by the Federal Government and the state, with the state's share coming from the automobilists' license fees and gasoline taxes.

Route S-41 carries a heavy volume of traffic across state from North Philadelphia, via the Tacony-Palmyra Bridge, enroute to Atlantic City, Ocean City, Wildwood and South Jersey resorts, and the modernization of the highway will drastically reduce the bottleneck conditions between Route 38 and the White Horse Pike.

As part of Commissioner Sterner's time-saving and safety construction program, Route S-41 was dualized last summer along the seven miles from Kresson to the Kings Highway traffic circle junction with Routes 38 and 41. This will be joined with the new dual roadway.

A man who had just completed a period of enlistment in the U. S. Navy before registration day found that, having a low order number, would be among the first called decided that life afloat was preferable to that in the army and re-enlisted for another hitch.

Strange as it may seem, former soldiers and marines, unless in the reserve force of their respective organizations, are eligible for selective service.

The perfect alibi is said to have been made by a Kansas hunter, father of a large family, who got caught by the warden with a crane in his possession. "I thought," he declared, "it was that blamed stork."—Lincoln County, Kansas, News.

An exchange declares it's better for your wife to find a letter in your pocket you forgot to mail, than one you forgot to burn.—Linn Record.

## PLAYING BROADWAY THEATRE, PALMYRA



Bing Crosby and Mary Martin beat out a little rhythm in "Rhythm on the River," which plays at the Broadway Theatre, Palmyra, Friday and

## RED CROSS NEWS

Again this community has heeded the call and has not failed. Our quota in the Red Cross Roll Call was 500 members. We report the filling of this quota with a sense of gratitude that Riverton and Cinnaminson continue to be aware of their humanitarian responsibilities.

## Sewing Notes

This coming Friday morning, December 13, is the last sewing day until January 10. The 11 dozen diapers and 20 baby blankets assigned to this chapter have been finished which enables the County chapter to ship the layettes. Also 16 pair of overalls and 8 of the 30 bathrobes assigned us have been completed.

It is very urgent that the bathrobes be finished as quickly as possible, so all sewers who can come are urged to be present on Friday. Do you bit toward making Christmas as happy for others as you hope to have it for your own.

## 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

RENT: First floor apartment, conveniently located, large living room, dining room, breakfast nook, 2 bedrooms, modern bath and kitchen. Immediate occupancy, \$45 per month, including heat and continuous hot water. W. Rex McCrosson, Inc., phone Riv. 500. 12-12-12

FOR HARNESS or SHOES left to be repaired, call the late Charles Turner, call at 407 Lippincott Ave., Riverton, N. J., within the next 30 days. 12-12-12

## WILL FINISH DUAL HIGHWAY ON ROUTE 25

State Highway Commissioner E. Donald Sterner will open bids on Monday, December 30, for the construction of a dual roadway with center safety island on the final section of heavily-trafficked Route 25 (U. S. 130), extending six and three-tenths miles, from Deans to Cranbury in Middlesex County. The Federal Government and the state will finance the improvement on a 50-50 basis.

The improvement is part of the time-saving and safety construction program to eventually provide a divided highway over the entire Route 25 from New York to Camden.

Only a few gaps remain before the modernization of Route 25 is completed. Grading for the widening and center safety island construction has been completed and the by-passes

of Hightstown and Cranbury and the paving of additional traffic lanes will be carried out under later contracts. Grading of the Deans-Cranbury link was completed last summer, through the use of WPA labor, to eliminate dangerous curvatures and lessen the damage to improved property at Dayton. The new alignment partly follows relocated rights of way, eliminating the winding road and cutting the traveling time.

The new concrete paving will replace the old black top surface which is narrow and worn, creating hazardous conditions which have contributed to the high accident frequency on this highway.

"The cannibal king of the Mammas assures the world that he has given up the habit of eating small boys." Youth, it appears will no longer be served.—Miners' Journal.

**BUSINESS PRINTING**

- STATIONERY
- MAIL PIECES
- BILLS
- FORMS
- CIRCULARS

For Every Purpose

The New Era, Inc.

RIVERTON

For Complete Estimate and

Layout Phone Riverton 712

Ca toon and Pete Smith Specialty

Sunday and Monday, Dec. 13-14

Paramount Presents

"RANGERS OF FORTUNE"

MacMURRAY-MORRISON-DEKKER

Extra—Full Length Feature

Sunday Matinee

JAMES CAGNEY in "GOLDEN GLOVES"

Tuesday, Only, December 17

Tugboat Annie Sails Again

MARJORIE RAMBEAU-ALAN HALE

JANE WYMAN-RONALD PEGAN

EXTRA—3 Stages Later Comedy

FREE—Gifts to the Ladies

Only 3 more weeks to complete your set!

Wednesday &amp; Thursday, Dec. 18-19

Rosalind Russell and Brian Aherne

Hired Wife

ROBERT BENCHLEY-CARROLL

Hobart Cavanaugh-Richard Lane

—ADDED—

The Latest "March of Time"

"Arms and the Men—U.S.A."

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"Arms and the Men—U.S.A."

**FOX RIVERSIDE**

Friday and Saturday, Dec. 13-14

Paramount Presents

BING CROSBY

MARY MARTIN

BASIL RATHBONE

"RHYTHM ON THE RIVER"

—ADDED—

Ca toon and Pete Smith Specialty

Sunday and Monday, Dec. 13-14

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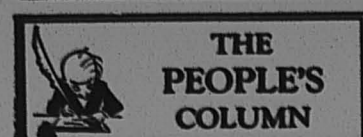
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"Arms and the Men—U.S.A."

—ADDED—

The Latest "March of Time"





## THE PEOPLE'S COLUMN

December 7, 1940.

### Expression of Gratitude:

Many people will long remember the numerous acts of kindness and the good that has been accomplished through the efforts of our dear friend, Mr. John H. Frehafer, who recently passed away.

In the past several years Mr. Frehafer had been in a position to help many unemployed persons in his capacity of personnel officer of the Riverside Metal Company. He made little comment on these deeds.

I have had occasion to direct and also to escort many unfortunate unemployed men to the home of Mr. Frehafer during the peak of the depression. There were many cases when he would leave his dinner and in many other instances would stay up late at night while interviewing these people. There was always a welcome and a hearty handshake when any one was shown into his home and introduced as seeking work. There are several who are now holding responsible positions through his efforts.

We will remember always that, to the day of his death, he was one person who was always concerned over the welfare of the unfortunate.

He made no distinction of race or creed and his kind deeds were spread over many different nationalities. He will be missed by many.  
Sincerely,  
Officer John Robinson.

### BIG XMAS STOCK AT PALMYRA 5 & 10

The Palmyra 5c and 10c Store at 9 West Broad street, offers to local buyers the biggest assortment of fine Christmas merchandise in its history. Every department, from end to end of the enlarged store is

### Scientists Undaunted

The very nature of tuberculosis causes the darkness through which Science is searching for the latest answer to the disease.

Science has proved that TB is not inherited but is catching; that early TB can be cured and that the X-ray can find early TB; that complete rest is imperative for recovery and that surgery can be used successfully. But Science has other questions to answer. Supported by Christmas Seal funds, medical research is going on day in and day out in seven universities in this country to solve the remaining mysteries of the disease.



cramped full of the latest in gift goods.  
The wide range of prices on almost all items is proving most attractive to their shoppers. The holiday plan too has been very well received.  
A full page advertisement in this issue of The New Era is full items and prices but these represent but a

few of the hundreds of articles on display at the store.  
Extra clerks have been added and the store will be open every night until Christmas.  
One of our friends says he is going to President Roosevelt's inauguration because it only comes once every four years.

## YOU CAN JUDGE BEST BY TEST

Try a test ton of EVANS PREMIUM ANTHRACITE coal and compare with ordinary coal. It is high in carbon content and B.T.U.'s (heat units) and low in ash, it is the cream of anthracites and shiny black just as Mother Nature made it, and best of all, "It goes further and heats longer."  
Try a test ton and be convinced of its superiority.

**J. T. Evans Co.**  
RIVERTON  
302  
Authorized Dealer  
Genuine Koppers Coke  
Finest grades FUEL OIL  
Free F.H.A. advice and estimates on building and repairs on Easy Monthly Payments.

## PHILA. MARKET HOUSE

BROAD and GARFIELD AVE.  
FREE DELIVERY  
PALMYRA, N. J. Phone 1200

FREE—HURRICANE LAMP with each package of  
SOFTASILK  
CAKE FLOUR **23c**  
pkg.

FLORIDA ORANGES  
For JUICE  
2 doz. 25c  
LARGE SIZE  
doz. 19c 2 doz. 35c

SUNKIST LEMONS  
Thin Skin and Juicy  
large size doz. 19c

Florida TANGERINES  
SWEET and JUICY  
2 doz. 25c

STRINGLESS ROUND  
GREEN BEANS... 2 lb 19c

FRESH  
California BROCCOLI  
2 original bunches 25c

SNOW WHITE  
MUSHROOMS... 1b 20c

IMPORTED GOLDEN  
DATES... 2 lb 25c

HARDING'S SWEET CREAM  
BUTTER  
(Farm Roll)  
1b 38c

SPAM... can 23c  
The Meat of Many Uses

SCOT  
TISSUE... 4 rolls 29c  
WALDORF  
TISSUE... 3 rolls 13c

SCOT  
TOWELS... 3 rolls 27c

Kellogg's Pure Vegetable  
SHORTENING  
1b can 16c 3-lb can 45c

HEINZ BABY FOOD  
Strained Chopped  
3 for 20c 3 for 25c

RINSO... 2 lge boxes 37c

Fresh Cut FILLET of  
FLOUNDER... 1b 25c

FRESH  
SALMON... 1b 35c

FANCY LARGE  
SMELTS... 1b 25c

Try our 100% Guaranteed spring  
Chickens. Most tender and Delicious.  
Strictly Fresh Killed Paramount Farms—

FRYING or ROASTING  
CHICKENS... 1b 29c  
3 1/2 to 4 lb av.

REAL VALUE!!!  
VOGT'S CITY DRESSED  
SHLDS OF PORK  
1b 16c

Swift's Premium Genuine Spring  
Shoulders of LAMB  
1b 19c

Vogt's Pure PORK  
SAUSAGE... 1b 23c

Vogt's Country  
Scrapple... 2-lb pkg. 25c

"Civility is the ability to ignore in others those faults or blemishes we will not tolerate in ourselves."

51st Year No. 48

## TELLS HISTORY OF FIRE INSURANCE

George F. Ginther Addresses  
Local Rotary Club at  
Recent Meeting

George F. Ginther, of Riverton, addressed the Palmyra-Riverton Rotary Club last Thursday. He spoke interestingly on his classification in that organization, which is fire insurance. A colleague, Samuel Gray, of Newark, sang several much appreciated solos, being accompanied very ably by Lee Mitten, first pianist of the club. Another new member joined the ranks in the person of Francis Eland of Riverside, New Jersey. Mr. Eland, who was cordially welcomed into membership by Past President Howard Conover, will fill the classification of undertaking.

Modern fire insurance said Mr. Ginther springs from the acres of ashes which the great fire of London, which occurred in 1666, left in its wake. This fire burned for four days, destroyed 13,200 homes, devastated an area occupied by 400 streets. That calamity demonstrated the dire need for a form of financial protection which had hitherto been practically unknown although occasionally risks had been assumed by individuals as a personal gamble. From feeble beginnings in 17th century London, the demand for fire insurance has spread to all civilized lands and furnishing it has become one of the great industries of the world.

In the American Colonies the first fire insurance organization was formed in 1752. It was known as the "Philadelphia Contributionship for the Insurance of Houses from Loss by Fire" and is still in existence. In 1794 the first American Capital Stock Fire Insurance Company was incorporated and it was the first American company of any type to insure contents of buildings. Up to that time only fire insurance on buildings was written and when it developed that shade trees in front of buildings hampered firemen, insurance on such buildings was declined and led to the organization of a company willing to insure houses with trees in front in consideration of an increased rate of premium.

### National Board

The first great contribution of the capital stock fire insurance companies is the maintenance of the national board of fire underwriters. This organization was formed by the capital stock companies 74 years ago—designed principally to investigate the causes of fires and to study the subject of fire prevention. Now it is a recognized engineering organization which regulates building codes, recommends fire protection standards for municipalities throughout the country and aids industry in reducing fire loss.  
(continued on page 5)

## Rev. R. O. Payne Killed On Pike

Rev. Richard O. Payne, 82, a retired Methodist minister, was instantly killed early Thursday evening of last week, when he was struck by a truck operated by John L. Ruch, 21, of Bridgeboro, an employee of Millside Farms.

The accident occurred near the entrance to Lakeview Memorial Park. Ruch, feeling an impact, told police he stopped his truck, but was unable to find any one. The body of the victim was discovered shortly afterward by Chief George Dorworth, of the Cinnaminson police. Coroner James Tones stated death was caused by a fractured skull.

Member of Famous Family  
Ruch was given a hearing before Recorder Cecil Bowers and released on \$500 bail, the charge being involuntary manslaughter. He has an excellent record as a driver.  
Rev. Payne was walking westward

# THE NEW ERA

RIVERTON :: CINNAMINSON :: PALMYRA

RIVERTON—PALMYRA, N. J., THURSDAY, DECEMBER 12, 1940



PRICE 5 CENTS

## HIGH HONOR FOR LOCAL GRADUATE

Miss Elizabeth Faunce, Palmyra high school graduate, class of '39, tied for first place in a speech contest held recently at the University of Michigan, her topic being "Youth and the World Crisis."

While attending Palmyra high school, Miss Faunce appeared in several one-act plays including, "The Purple Door-Knob" given at the Moorestown high school and at the Art Alliance, Philadelphia, before the University of Michigan Women, who later granted her the scholarship to their university which she now holds. She also appeared in "Boccaccio's Untold Tale," the contest play presented at Newark in 1939, and also had a part in the operetta, "Pickles."

On December 28, Miss Faunce will be guest of honor at a tea given by the University of Michigan Women.

## Many Residents Join Red Cross

Complete returns from the Red Cross Drive have been tabulated and 544 members are listed in this chapter. The members of the local Red Cross Committee are most grateful to Mrs. Richard Lippincott, chairman of the drive, and her corps of workers for the success of this collection and to the people of Riverton and Cinnaminson for their generous response.

### Finished Work

The local committee has delivered to headquarters 15 of the 30 bathrobes assigned to this chapter and 16 pairs of overalls. A few people have failed to return some diapers and baby blankets which they took to them. It is urgently requested that these be returned to Mrs. Gilbert Coe as quickly as possible.  
Sewing days will be resumed on January 10 at which time material will be on hand for layettes. Mark this date on your new calendar and be at the Porch Club that morning.  
A Merry Christmas to all.

### TRUCK OVERTURNS

Jacob Schmidt, of Parry, had a narrow escape from serious injury when his truck got out of control and overturned near Lakeview Memorial Park on Monday morning of this week.

The truck was demolished and the cab smashed nearly flat, but the driver fortunately escaped without injury.

Chief George Dorworth, of Cinnaminson, conducted an investigation.

### URGES PUBLIC SUPPORT OF CHRISTMAS SEALS

Public support of the Christmas Seal Sale now being conducted by the Burlington County Tuberculosis League is urged by Dr. J. Lynn Mahaffey, director of the State Department of Health.

In pointing to the progress already achieved in combating the disease, Dr. Mahaffey paid tribute to the work of the state league and its county branches in contributing substantially to the tuberculosis control program in the state.

### NOTICE

The British War Relief Society Bandage Group will not meet until Monday, December 30.

on the highway, while the truck was going in the opposite direction. The deceased, who was a member of a famous Virginia family, lived with his niece, Mrs. Horace Mason, Burlington Pike, Cinnaminson. He is survived by his widow, Anna, of Portsmouth, Virginia; and two daughters, Winifred, of Washington, D. C., and Mrs. W. B. Wilkerson, of Herndon, Virginia.

## LEGION DISPLAYS OVER 3,000 TOYS

Approximately 200 children of this area are expected to be present at the annual Christmas party given by the Frederick M. Rogers American Legion post 156 of Palmyra and Riverton, at the P. O. S. of A. hall tomorrow (Friday) at 7 p.m. Children will be picked up at their homes by automobiles and returned at the conclusion of the party, which will be in charge of George M. Durgin. A list of names of those attending has been furnished the Post by the Palmyra, Riverton and Cinnaminson Welfare associations. The Visiting Nurse Society, the school nurse of the Palmyra Public Schools and the police departments.

Entertainment at the affair will include Magician Paul Isenberg; movies will be shown under the direction of Melvin H. Krepes, of the high school faculty, an exhibition of the dancing classes of Alexine Tones and the singing of Christmas carols that will be led by Al Barber, Santa Claus, who will present each child with a Christmas bag that will contain a number of gifts.

Toys that have been given the post with many of them repaired and made to look like new will be on display for the public on Saturday and Monday night at the legion home. Over 3000 toys have already been turned into the post and additional ones will be accepted as late as Monday night. Phone E. Reeves Morgan, Riverton 336, or Clinton L. Gardner 521-M, and toys will be called for.

The drawing of the Christmas turkey raffle will be held at the post home on Saturday night.

## DEFINITION OF CLASSES

For the information of registrants under the Selective Service Act, the following definition of the various classes assigned by local draft board is given.

### Class I

A: Available, fit for general military service.  
B: Available, fit for only limited military service.  
C: Member of land or naval forces of U.S.  
D: Student fit for general military service; available not later than July 1, 1941.  
E: Student fit for only limited military service.

### Class II

A: Man necessary in his civilian activity.

### Class III

A: Man with dependents.

### Class IV

A: Man who has completed service.  
B: Official deferred by law.  
C: Nondeclarant alien.  
D: Minister of religion or divinity student.  
E: Conscientious objector available only for civilian work of national importance.  
F: Physically, mentally, or morally unfit.

### NOTICE

Because of the observance of Christmas next Wednesday, 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, December 23. Positively no material will be accepted after that hour.  
The cooperation of our news contributors and advertisers will be greatly appreciated.

We love ourselves notwithstanding our faults, and we ought to love our friends in like manner.—Cyrus.

## VIOLATORS TO BE DEALT WITH VERY SEVERELY

At the meeting of the Cinnaminson Township Committee held last week, the governing organization of that community decided most emphatically that dumping of refuse except in the place designated for that purpose would be dealt with severely.

The public dump for residents of Cinnaminson is located along Pennsauken Creek, rear of Palmyra extension, and the location of this depository for refuse is clearly marked by signs.

Any one apprehended leaving refuse except in the proper area will be brought before the recorder and full penalty of the law imposed.

## Two New Homes Being Erected

Building operations in Palmyra during the month of November amounted to a total of \$17,715, according to the report of the building inspector, Edward A. King. Included in the projects are two new dwellings.

Permits issued during the month were as follows:

Clyde A. Stiles, repair and remodel dwelling, 27 Rowland street, C. A. Stiles, estimated costs \$475.  
E. D. Kuensell, remodel dwelling 423 Cinnaminson avenue, Home Improvement Co., estimated costs, \$2,400.00.

Dr. Harry P. Landis, remodel dwelling, 901 Columbia avenue, Martin Stockley, estimated costs \$6,000.

Herbert Parsons, new dwelling, 612 Chestnut street, H. Parsons, estimated costs, \$4,000.

Herbert Parsons, new dwelling, 610 Chestnut street, H. Parsons, estimated costs, \$4,000.

P. O. S. of A., remodel store, Broad and Cinnaminson avenue, Hugh Miller, estimated costs, \$700.

Mrs. A. Tomlin, remodel dwelling, 621 Garfield avenue, Hedley Williams, \$140.

### ROUTINE BUSINESS

At the meeting of Riverton Borough Council held on Thursday night of last week little other than ordinary routine business was transacted.

Bills in the amount of \$16,806.82 were approved and ordered paid. Councilman J. W. Sylvester, chairman of the highway committee, stated that the public parking lot on Main street, adjacent to the J. T. Evans Co. building was being put in shape for use.

Councilman Archibald Bush, chairman of the fire and water committee, reported that the brakes on one of the pumps were being repaired.

The final meeting of the year will be held on Monday evening, December 30.

### CHRISTMAS CANTATA AT CINNAMINSON SCHOOL

On Wednesday, December 18, the children of Cinnaminson School No. 2 were guests of the Parent-Teacher Association at a turkey dinner.

The annual Christmas cantata will be presented in the auditorium at 8:15 p.m. today (Thursday), the group appearing in gowns made for them by the association.

On Friday, December 20, the annual covered dish luncheon and party for the teachers will be held.

### HELP

RIVERTON  
CINNAMINSON  
PROVIDE CHRISTMAS  
DINNERS FOR THE NEEDY  
Donation  
Boxes in  
The Local Stores

## SEVERAL CRASHES ON ROUTE 25

A peculiar series of accidents early Sunday morning, on Route 25, near Taylor's lane resulted in extensive damage to five machines, one of them being owned by Chief George Dorworth, of Cinnaminson, which he had parked off the highway while he was investigating the first of the crashes.

The first mishap came when the car operated by Fred Krokenberger, 229 Delaware avenue, Riverside, pulled in front of the machine driven by Virgil Potter, of Bridgeboro. Both were going east, but Krokenberger was attempting to make a U-turn at the time of the crash.

### Officers at Scene

Chief Dorworth was called to the scene as were Troopers Stoke and Brandt. Dorworth parked his car off the road about 100 feet from the intersection and all three were directing traffic and endeavoring to keep the road clear when a car operated by John Leznick, of Philadelphia roared along the road at a high rate of speed. He managed to avoid the first wreck, but crashed into the rear of Dorworth's car which, in turn, rammed another parked in front, this being owned by Frank Cantrell, of Beverly, who had stopped to watch the proceedings.

Hardly had this happened when mishap again appeared, this time in the form of a car operated by Anthony Catalano, 517 Race street, Palmyra.

### Further Complicated

His auto crashed into the rear of the Leznick vehicle which again smashed into the Dorworth machine, the latter by this time having been rather roughly used.

A further accident was escaped by a narrow margin when another cowboy coming upon the scene and failing to slow down, ran over the center island and up the highway on the wrong side for some distance then crossing back again to make a fast escape from the officers.

Catalano was brought before Recorder Bowers on the charge of having no driver's license or registration. He paid a fine and costs. Leznick was also given a hearing and the case was postponed to await further developments.

Leznick, the only person injured, suffered lacerations of the face.

## LARGE AUDIENCE AT P.T.A. PLAY

The Christmas play "The Silver Swan" attracted over 200 parents at the regular December meeting of the Palmyra Parent-Teacher Association, held in the high school auditorium on Tuesday night. The play given by the Junior Dramatic Club and directed by Miss Caroline Feller drew much favorable comment from all who were in attendance.

Another thoroughly enjoyed feature of the evening's program was the singing of Christmas carols by the eighth grade girls and two solos by Earl B. Whitcraft. Mrs. Earl B. Whitcraft assisted with the musical portion of the program.

The annual Christmas cantata will be presented in the auditorium at 8:15 p.m. today (Thursday), the group appearing in gowns made for them by the association.

On Friday, December 20, the annual covered dish luncheon and party for the teachers will be held.

### HELP

RIVERTON  
CINNAMINSON  
PROVIDE CHRISTMAS  
DINNERS FOR THE NEEDY  
Donation  
Boxes in  
The Local Stores

The program will include carol singing, exchange of presents and refreshments.

The evening will be concluded with drawings of attendance gifts.

—Entertainment Committee.

## The RIGHT place to buy a Used Car is the place where the Guarantee is Right!



Deal with an established dealer who has already proved that the sale and service of a used car is just as important to him as the sale of a new one. No dealer can exist for long on new car business alone . . . and since we have enjoyed the confidence of hundreds of local used car buyers . . . we are going to keep right on doing our best to please them.

Your purchases of used cars are important to us and we are therefore going to continue our policy of honestly representing our used cars to you . . . and honestly try to make that car live up to the standard we set for it . . . and keep you happy with your DAWLEY DEAL.

## Here's a few choice buys . . . look them over

Stock No. R-829

### 1940 Oldsmobile

4-Door SEDAN. Its beautiful finish gives it a new car appearance. Clean as a whistle inside. Motor in perfect condition. Radio and heater.

Stock No. 138-A

### 1937 Buick

4-Door SEDAN. An Excellent family car. One owner. Low Mileage. A beautiful car in A-1 condition.

Stock No. 135-A

### 1939 Dodge

4-Door SEDAN. An excellent car for all around driving. A car you must see to appreciate. Low mileage. A real bargain—priced right.

Stock No. 104-A

### 1938 Plymouth

4-Door SEDAN. De Luxe Model. Original Paint. Like New. Motor in perfect condition. One owner. Good rubber. A beautiful car.

Stock No. 131-A

### 1939 Ford

COUPE De Luxe Model. An ideal business car. Paint and rubber good. Motor in perfect condition.

Stock No. 115-A

### 1938 Chevrolet

2-Door SEDAN. De Luxe Model. Newly painted. Thoroughly reconditioned. One owner. An excellent car for economical transportation.

# "JACK" DAWLEY, Inc.

OLDSMOBILE  
SALES SERVICE

10 BROAD STREET

Phone Riverton 1212

RIVERTON, N. J.

See MR. O'NEILL or MR. DOLBY Our Local Representatives









### BRIEF ITEMS from ABOUT TOWN

Mrs. R. M. Hollingshead, of Linden avenue, Riverton, is registered at the Chalfonte-Haddon Hall, Atlantic City.

Mr. and Mrs. Charles Evans, of Riverton, and Mrs. and Mrs. Edward E. Wood, of Riverton, are registered at Chalfonte-Haddon Hall, Atlantic City.

The River Towns Ladies Club will hold its weekly card party today (Thursday) at 2 o'clock at the K.G.E. Hall, Riverside.

George Daddino, Jr., of Broad

street, has returned home after an appendectomy at the West Jersey Hospital.

Mrs. Albert Smith, of West Broad street, spent the weekend with her sister, Mrs. Elizabeth Haughey, of Collingdale, Pa.

The new series of game parties sponsored by the Delaware Fire Company, East Riverton, will start on January 14.

Henrietta Bucher, of Stewart avenue, Riverside, will entertain the Lucky Social Club this evening.

Mrs. F. N. Johnson, of Morgan avenue, will entertain the Philathea Class of Central Baptist Church at its annual Christmas party on Thursday, December 26, at 2:30 p.m. There will be the usual exchange of 10c gifts.

### I.O.O.F. HOLDS XMAS PARTY TONIGHT

Cinnaminson Lodge No. 201, I.O.O.F., is stepping out this year and is holding a Christmas Party for members, their families, and friends. Yes, sir! it is going to be a real one—Santa Claus, gifts, candies, entertainments, and refreshments. Noble Grand, Joseph S. Low, has called the regular meeting at eight o'clock promptly. Business will be

over at nine, and then the party will begin. Chairman, Harry Curry, assisted by his committee is going to see that no one leaves unless they have a bang-up time. Now all that is required of those attending is a 25c gift. Every gentleman brings something that a man can use, while the ladies will bring something useful for a lady. Santa will also distribute special gifts to the ladies.

The members are urged to be present at the business meeting early as there will be the Election of Grand Lodge Officers.

### S. K. BANQUET

The annual banquet of the Sigma Kappa Fraternity will be held Friday, December 27, at the Riverton Country Club.

This is the sixth year for this affair, and the 12th anniversary of the club. Prominent speakers will grace the banquet table. American League Baseball film will be shown through the courtesy of Connie Mack.

Unless you bear with the faults of a friend, you betray your own. —Publius Syrus.

### AT BROADWAY — FRIDAY AND SATURDAY



Ray Milland and Walter Abel in a scene from the comedy "Ariste My Love", starring Claudette Colbert, which plays at the Broadway Theatre, Palmyra, Friday and Saturday, December 20th and 21st.

## Riverton MAIN ST. MARKET

WALD and CARHART, Props.  
528 MAIN STREET  
Next to Chew's Bakery  
RIVERTON  
Phones 1221 & 1222 - Free Delivery

### CHRISTMAS TREES

\$1.00 and up  
Order Your Tree Early!

### CHRISTMAS CANDY

5-lb boxes  
95c - \$1.39 - \$2.25

Mixed NUTS ..... lb 23c

WALNUTS ..... lb 25c

ALMONDS ..... lb 29c

Brazil Nuts ..... lb 15c

### FRUIT BASKETS

\$1.25 - \$1.75 - \$2.25  
Made to Order

### PLUM - FIG - DATE PUDDINGS

can 35c (your choice)  
(14-oz. can)

### Sweetie SODA WATER

Pale Dry Ginger Ale - Root Beer  
Orange - Grapefruit  
3 large bottles 25c  
(plus bottle deposit)

### DROMEDARY DATES

4-oz. pkg. 10c

### MISSION FIGS

2 pkgs. 25c

### Welsh's GRAPE JUICE

1 qt. and 1 pt. 40c

### SILVER LAKE PUMPKIN

2 cans 19c

### CRANBERRY SAUCE

2 cans 25c

### ORANGES

(Tree Ripened Florida) doz. 15c

### LARGE GRAPEFRUIT

3 for 14c

### BEETS

2 bunches 9c

### CARROTS

2 bun 13c

### RIPE TOMATOES

2 lb 25c

### SPINACH

2 lb 15c

### California FRESH PEAS

2 lb 25c

### WINESAP APPLES

3 lb 14c

### ARMOUR'S STAR LEGS of LAMB

lb 25c

### FRESH Ground Beef, ... lb

SKINLESS Half Smokes, lb 25c

### RIB ROAST

lb 29c

### Fresh PORK SAUSAGE

lb 25c

### Package BACON

lb 25c

### GOOD LUCK MARGARINE

lb 19c

### PORK LOINS

lb 15c (Rib Ends - 3 to 4 lb avg.)

### Shank Ends Tenderized HAM

(5 to 7 lb avg.) lb 15c

### Assorted MEAT LOAF

1/2-lb 15c

### BEEF BOLOGNA

(piece) lb 21c

### FRESH FILLET of FLOUNDER

lb 29c

### FRESH OPENED OYSTERS

doz. 25c

### Church Notices

#### WESTFIELD FRIENDS MEETING

Burlington Pike

Sunday Morning

10 o'clock—Firstday School.

11 o'clock—Meeting for Worship.

PARISH OF CHRIST CHURCH

Riverton, N. J.

Rev. Francis B. Downs, Th.B.

#### CHRISTIAN SCIENCE CHURCH

First Church of Christ, Scientist

Thomas Ave. at 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 Avenue and Seventh Street, Riverton, open Tuesday and Friday, 2:30 to 4:30.

#### BETHANY EVANGELICAL LUTHERAN CHURCH

Broad Street and Morgan Avenue

Palmyra, N. J.

Rev. Harold Lee Rowe, Pastor

Friday, 3:45 p.m.—The Children of the Church.

Sunday, 9:30 a.m.—Confirmation class, pre-confirmation class, 10:30 a.m.

Sunday, 9:30 a.m.—Children's Church, 10:00 a.m.—Church school.

11:00 a.m.—The service. The pastor's Christmas message will be on the theme, "Keeping Christmas."

Bethany expects a large attendance at worship at this service.

7:30 p.m.—Bethany's Christmas program in the Parish Hall basement. The members of the Church School will present a sacred cantata, "The Children of Bethlehem."

The children of the Beginners and Primary Departments of the Church school will also present a program of Christmas recitations and music. Bethany's friends and members are invited to attend.

Tuesday evening, December 24 at 11 p.m.—Bethany Church will conduct a Christmas Candlelight Service. This will be the first service of this kind in the history of the church and one which should attract a large number of people. The service will begin at 11:00 p.m. and conclude at 12:01 a.m.

Christmas morning. Every person in attendance will have a candle and will have a part in the service. This service will conclude Bethany's Christmas services.

#### CHRISTIAN SCIENCE CHURCH

"Is the Universe, Including Man, Evolved by Atomic Force?" is the lesson-sermon subject for Sunday, December 22, in all Christian Science Churches and Societies throughout the world.

The Golden Text is: "Thus saith the Lord that created the heavens; God himself that formed the earth and made it; . . . I am the Lord; and there is none else." (Isaiah 45:18).

Among the lesson-sermon citations is the following from the Bible: ". . . And the Spirit of God moved upon the face of the waters. And God said, Let there be light; and there was light." (Genesis 1:2, 3).

The lesson-sermon also includes the following passages from the Christian Science textbook, "Science and Health with Key to the Scriptures" by Mary Baker Eddy: "Immortal and divine Mind presents the idea of God: first, in light; second, in reflection; third, in spiritual and immortal forms of beauty and goodness" (p. 503).

We should remember that we must not reflect on the wickedness of men, but contemplate the divine image in them; which, concealing and obliterating their faults, by its beauty and dignity allures us to embrace them in the arms of our love. —Calvin.

#### Ethel's Beauty Salon

511 Howard Street

Riverton

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Beauty Culture in All its Branches

Facials and Body Massage

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Phone Riverton 1090

PERMANENT

WAVING

Beauty Culture in All its Branches

Facials and Body Massage

## TELLS HISTORY OF FIRE INSURANCE

(continued from page 1)

This service results, of course, in lowered fire loss nation-wide and eventually brings reductions in fire insurance rates, which, to carry the story to its natural conclusion, makes for reduced income to the companies which maintain the board. Our cities and homes are made better places in which to live, our lives are guarded against fire, our buildings are stronger and our fire fighting equipment is better because of the national board.

### Testing

A second contribution is "The Underwriters Laboratories," a testing organization maintained by capital stock fire insurance companies under the jurisdiction of the national board of fire underwriters. In Chicago is a large building in which constant tests and experiments are made to determine the properties of products sent for their approval. However, the activities of this laboratory effects each and every one of us, because the manufacturers of the electric irons, waffle irons, toasters, grills, radios, and everything one could think of in the electrical home appliance field, have submitted their products to them for their approval. The only fire extinguishers recognized by the rating organization in this state must bear the underwriters label or seal of approval. The same is true of lightning rods for rural properties, if an approved lightning rod, bearing the label is used, a reduction in lightning is allowed in the fire insurance rate.

### Schedule Rating Office

Still another contribution is the local agent, who has the accumulated knowledge of these bodies made available through the companies he represents and also through the schedule rating office, maintained by companies doing business in this state. Through the schedule rating office you may learn just how your insurance rate is made, and also ascertain whether it is possible to obtain a reduction in your rate. The latter is only possible where the property is a commercial property or is a dwelling that is exposed to commercial hazards, where the rate is determined by the schedule rating office. Each fire insurance agent has a file of all commercial or specific rate cards, this file is kept up to date by the rating office and it is the duty of every agent to attempt to obtain reductions in rates whenever

it is possible, by suggesting various changes that will conform to the rules of the rating office.

The insurance companies are also one of the heaviest tax payers in the country. In 1938 over 300 capital stock fire insurance companies paid over 36 million dollars. This is a much higher proportionate tax penalty than exacted on the average from all lines of industry and business and is exceeded by few.

### FURTH PRAISED

Sheriff F. George Furth, with his aides at the county jail, was complimented by two investigating bodies for maintaining sanitary conditions at the jail. Furth, in a statement last week said that a survey is being made with the idea of improving plumbing facilities next year.

Prisoner: Judge, I don't know what to do.

Judge: Why, how's that?

Prisoner: I swore to tell the truth, but every time I try, some lawyer objects.—Miner's Journal.

### LOCAL RESIDENTS ON JURY

Local residents drawn for jury duty last week are:

Grand jury: Harry Shea, Cinnaminson.

Petit jury: William F. Crouch, John Althouse, Helen M. Baker and Edward K. Merrill, Riverton; Lydia Ingraham, Alfred Smith, Florence Saar and Ruth B. Weigand, Palmyra; Florence Stowe, Alfred Frenzel and William Wagner, Cinnaminson.

### ASK COUNTY HOME DEMONSTRATION AGENT

Request for the home demonstration agent, to work in the office of the county agricultural agent, was made by the Burlington County Parent-Teacher Association through a committee of five women headed by Mrs. Herbert L. Adams, of Edgewater Park to the Burlington County Board of Freeholders last Friday. The request was referred to the 1941 budget committee for consideration.

Great minds had rather deserve contemporaneous applause without attaining it than attain it without deserving it. If it follow them it is well, but they will not deviate to follow it.—Colton.

There is no outward sign of true courtesy that does not rest on a deep moral foundation.—Goethe.

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

## BIG SAVINGS—Lowest Prices in Our History

Brand New Electric Engines  
and Cars as Low as . . . . . 50c

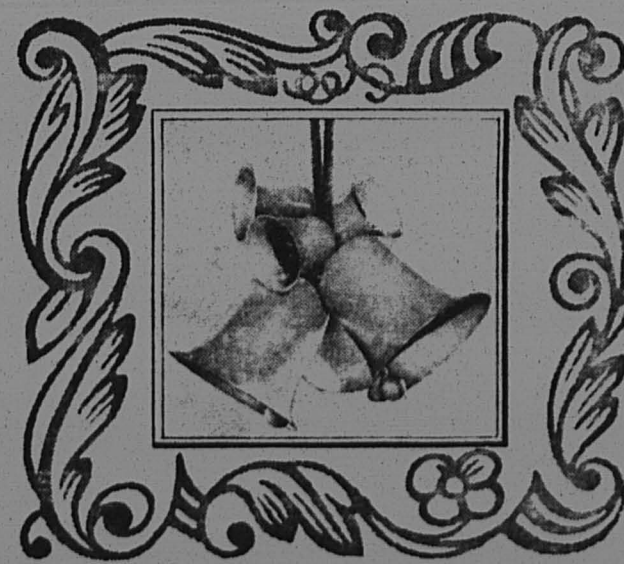
ELECTRIC TRAINS \$4.00 up complete

LARGEST TOY STOCK IN OUR HISTORY



OPEN EVERY NIGHT  
AND ALL DAY SUNDAY

AL. BROWN'S Sporting Goods  
Westfield Avenue  
Just West of Cove Road



## CHRISTMAS AND NEW YEAR'S

—the telephone wires will hum with holiday greetings exchanged by New Jersey people with friends and relatives far and near. May we add to these messages the season's best wishes of all who help furnish the service, to all who use it.

Annual carol singing of New Jersey Bell Employees, will be broadcast December 24, at 12:45 noon, over station WOR.

All day Christmas and New Year's regular night and Sunday reduced rates will be in effect.

NEW JERSEY BELL TELEPHONE COMPANY

## FLOWERS for Christmas

THE GIFT THAT ALWAYS PLEASES

YOU WILL FIND a wide selection at our greenhouses for either home use or gifts to others.

### CUT FLOWERS . . .

Roses, Snapdragons, Carnations, Boxes Assorted Flowers—All Other Cut Flowers in Season.

### BLOOMING PLANTS . . .

Poinsettias, Begonias, Cyclamen, Cherry and Pepper. All other blooming and decorative plants.

### CORSAGE FLOWERS . . .

Gardenias, Lily of the Valley, Violets, Sweet Peas, Orchids and Roses.

WREATHS - DECORATIVE GREENS  
CENTER PIECES - CEMETERY COVERS

JAMES KENNEY & SONS

Phone: RIVERSIDE 1111

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We Telegraph Flowers Anywhere

★ In the 1941 Dodge...at no extra cost...a remarkable new Oil Bath Air Cleaner does a grand job of "air-conditioning" the engine! Road dirt and grit are literally "washed" out of the air before it enters the carburetor. Thus, cylinders and bearings are protected from wear...and engine life is prolonged greatly. Come in today. Let us demonstrate the many great new advances the 1941 Dodge offers for only a few dollars more than smaller, low-priced cars!

★ ★ ★  
NEW 1941 DODGE LUXURY LINER  
\$825 and up

This is Detroit delivered price and includes all Federal taxes and all standard equipment. Transportation, state



# AS I SEE IT

By FRANK LEE SAYID

Children are deprived of so many things today. Take horses, for example. What matches in shiny steel or the road, the fascination horses held for youngsters in days before the rumble of speeding rubber displaced the cheery tattoo of hoofs? A thought came to me in memory of a runaway horse which I saw today.

What a thrill the sight of a runaway used to be—and runaways were many in the days of Black Beauty and Ginger—if you do not recognize those names, let it pass. What a thrill in the usually-not-disastrous runaway. How different from the horrors of rending steel and shattered glass. But to get back to today's incident.

He was an ancient and venerable specimen and he had slipped down the social ladder to humble station. His allegiance was now given to a junk wagon more decrepit than he. But the pride of an earlier heritage remained and suffer he would not the final ignominy of a snipping terror of low descent. I saw him throw his head up, his nostrils quiver and he was off with spavined legs bravely assaying a runaway.

His master, on collection bent, came from a yard just in time to see the start. Heaping indignities upon that old head was not tactful. Mezzopath resented it and, as the aging legs limbered, the trot increased its tempo, spurred by the beating feet of his now alarmed master.

Miraculously bethreaded the traffic on the intersecting highway and lumbered on down the road. His master's vituperation changed to impatience and then to supplication, but without avail and shedding first his bundle and then his overcoat in the middle of the road, the last we saw of this little drama was the ancient one pounding his way into some fancied promised land with master showing little promise of making either place or show in the race.

As memory reaches back we can recall many such thrillers where we watched younger legs against the chance of being on hand when some intrepid and skillful man would snatch at the bridle, be dragged a way but bring the trembling Dobbin to a reluctant halt. But that was in the days when horses bore names and were family friends, not chained by the score anonymously under the hood of Henry Ford's invention.

Then there were fire horses—dappled gray and beautiful beyond description. If you were lucky you might be on hand when an alarm rang and see them released from their stalls to run and properly station themselves for the harness to be dropped right on them. Since the apparatus was heavy, if your wind was good and the fire not too distant, you had a chance to keep pace and arrive at the destination with the firemen. I have often thought since that a graph of fire horses in action would have shown as much vertical action as horizontal.

The brewers' great big horses, which Billy Sunday so fervently asserted "could never run over me," should have mention. But if we talk about them we will have to say something about the horse car days

## COURT CONTEST THIS EVENING

Palmyra High's current court edition plays its first evening game of the season this (Thursday) evening in the school gym with the fast-stepping Alumni quintet supplying the opposition. The preliminary game between the reserves of each outfit is slated to get under way at 7 o'clock.

John Mustard has been named captain of the team and his fellow members of the varsity are: Henson, Mitchell, Czarasty, Rivel, Conwell, Rothbaum, Riddle, Ohmberger and Burgess.

The Jayvees are composed of Menkewich, Hardy, Hallings, Conover, Sims, Leonard, Bauer, Kessler, Weart, Viethenheimer, Johnson and Lane.

## THOMAS JOINS SCHOOL FACULTY

Albert Thomas, of Palmyra, has been engaged as the new assistant coach in place of Mr. Fiedler who is now on active duty with the Naval Reserve. Mr. Thomas graduated from Mount Saint Mary's College in "39" where he played varsity football and baseball. He was captain of the football team in "39" and was picked "all Maryland" guard. In baseball he was equally successful being named "all Maryland" pitcher. He was elected president of the Sports Monogram Club and was graduated from college with honors.

Thomas graduated from Palmyra High in 1934, where he was prominently identified with baseball and football.

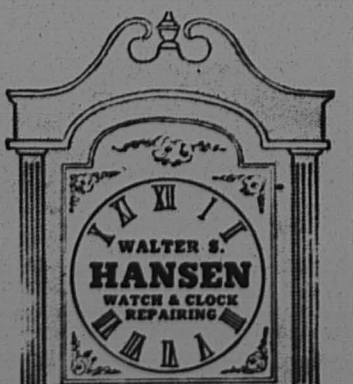
A movement is on foot to restore the first brick house built in Pennsylvania at Norwood. It was erected in 1672 by a relative of John Morton, signer of the Declaration of Independence. It is now occupied by a W.P.A. family.

and that would be entirely too revealing of my vintage. Some day I am going to write an article about horses.



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## FREEHOLDERS TO ISSUE NOTES

Emergency notes authorized by the Board of Freeholders during the past few months will be formally issued by the county finance department this week, but the total sum will be \$5,000 less than had been anticipated. This is due to an unexpected balance remaining in the bridge account from emergency work done as the result of the Labor Day week-end flood.

The notes to be issued will include a \$37,000 indebtedness for construction of the Beverly road between Burlington and Edgewater Park last summer; \$900 for payment of damages obtained by Charles L. Barry, of Brown's Mills, as the result of the washout of the Little Pine Lake dam; and \$70,000 for highway and bridge sums needed for flood repair work. These sums must be raised by taxation next year, and will be included in the 1941 budget.

An accident can be as embarrassing as having sea-sickness and lockjaw at the same time.

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## Legal Notices

TOWNSHIP OF CINNAMINSON  
IN THE  
COUNTY OF BURLINGTON,  
NEW JERSEY  
NOTICE OF SALE OF LANDS FOR  
UNPAID MUNICIPAL LIENS  
NOTICE is hereby given that I, Joseph E. Keating, Collector of the Township of Cinnaminson in the County of Burlington, State of New Jersey, pursuant to the Tax Sale Law of the State of New Jersey (Revised Statutes, Title 54, Chapter 5), on SATURDAY, DECEMBER 21st, 1940, at one o'clock in the afternoon of said day, at the office of the Township Collector, on the Northernly side of Broad Street, West of Pompea Avenue, East Riverton, Burlington County, New Jersey, in the said taxing district, will sell at public auction, in fee, 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 respectively chargeable thereon on the first day of July, 1940, together with interest from said date to the date of the sale, with costs thereof, to such person or persons as will purchase the same subject to redemption at the lowest rate of interest, but in no case in excess of eight per centum per annum.

The several lots and parcels of land to be sold and the names of the owners thereof, and the total amounts due thereon respectively, as computed to July 1, 1940, are as follows:

	Tax	Interest to July 1st
John Ferrell, house and lot at Wrightville	\$20.52	\$5.11
1937 Taxes	20.52	2.46
1938 Taxes	35.28	2.62
Mary Drinkwater, house and lot at 193-194-195-196-197-198-199-200-201-202-203-204-205-206-207-208-209-210-211-212-213-214-215-216-217-218-219-220-221-222-223-224-225-226-227-228-229-230-231-232-233-234-235-236-237-238-239-240-241-242-243-244-245-246-247-248-249-250-251-252-253-254-255-256-257-258-259-260-261-262-263-264-265-266-267-268-269-270-271-272-273-274-275-276-277-278-279-280-281-282-283-284-285-286-287-288-289-290-291-292-293-294-295-296-297-298-299-300-301-302-303-304-305-306-307-308-309-310-311-312-313-314-315-316-317-318-319-320-321-322-323-324-325-326-327-328-329-330-331-332-333-334-335-336-337-338-339-340-341-342-343-344-345-346-347-348-349-350-351-352-353-354-355-356-357-358-359-360-361-362-363-364-365-366-367-368-369-370-371-372-373-374-375-376-377-378-379-380-381-382-383-384-385-386-387-388-389-390-391-392-393-394-395-396-397-398-399-400-401-402-403-404-405-406-407-408-409-410-411-412-413-414-415-416-417-418-419-420-421-422-423-424-425-426-427-428-429-430-431-432-433-434-435-436-437-438-439-440-441-442-443-444-445-446-447-448-449-450-451-452-453-454-455-456-457-458-459-460-461-462-463-464-465-466-467-468-469-470-471-472-473-474-475-476-477-478-479-480-481-482-483-484-485-486-487-488-489-490-491-492-493-494-495-496-497-498-499-500-501-502-503-504-505-506-507-508-509-510-511-512-513-514-515-516-517-518-519-520-521-522-523-524-525-526-527-528-529-530-531-532-533-534-535-536-537-538-539-540-541-542-543-544-545-546-547-548-549-550-551-552-553-554-555-556-557-558-559-560-561-562-563-564-565-566-567-568-569-570-571-572-573-574-575-576-577-578-579-580-581-582-583-584-585-586-587-588-589-590-591-592-593-594-595-596-597-598-599-600-601-602-603-604-605-606-607-608-609-610-611-612-613-614-615-616-617-618-619-620-621-622-623-624-625-626-627-628-629-630-631-632-633-634-635-636-637-638-639-640-641-642-643-644-645-646-647-648-649-650-651-652-653-654-655-656-657-658-659-660-661-662-663-664-665-666-667-668-669-670-671-672-673-674-675-676-677-678-679-680-681-682-683-684-685-686-687-688-689-690-691-692-693-694-695-696-697-698-699-700-701-702-703-704-705-706-707-708-709-710-711-712-713-714-715-716-717-718-719-720-721-722-723-724-725-726-727-728-729-730-731-732-733-734-735-736-737-738-739-740-741-742-743-744-745-746-747-748-749-750-751-752-753-754-755-756-757-758-759-760-761-762-763-764-765-766-767-768-769-770-771-772-773-774-775-776-777-778-779-780-781-782-783-784-785-786-787-788-789-790-791-792-793-794-795-796-797-798-799-800-801-802-803-804-805-806-807-808-809-810-811-812-813-814-815-816-817-818-819-820-821-822-823-824-825-826-827-828-829-830-831-832-833-834-835-836-837-838-839-840-841-842-843-844-845-846-847-848-849-850-851-852-853-854-855-856-857-858-859-860-861-862-863-864-865-866-867-868-869-870-871-872-873-874-875-876-877-878-879-880-881-882-883-884-885-886-887-888-889-890-891-892-893-894-895-896-897-898-899-900-901-902-903-904-905-906-907-908-909-910-911-912-913-914-915-916-917-918-919-920-921-922-923-924-925-926-927-928-929-930-931-932-933-934-935-936-937-938-939-940-941-942-943-944-945-946-947-948-949-950-951-952-953-954-955-956-957-958-959-960-961-962-963-964-965-966-967-968-969-970-971-972-973-974-975-976-977-978-979-980-981-982-983-984-985-986-987-988-989-990-991-992-993-994-995-996-997-998-999-1000	20.52	5.11
1937 Taxes	20.52	2.46
1938 Taxes	35.28	2.62
Mary Drinkwater, lot at Parry, N. J.	\$16.40	\$2.82
1937 Taxes	17.30	1.00
1938 Taxes	19.60	1.23
Howard Morgan, 51 Lots at Bellevue	\$20.52	\$5.11
1937 Taxes	20.52	2.46
1938 Taxes	35.28	2.62
11-28 to 12-19-40 44		

**NOTICE OF SETTLEMENT**  
Administrator's Account  
Estate of SARAH STARK, Deceased.  
Notice is hereby given that the First and Final Account of the subscriber, Administrator, will be audited and stated by the Surrogate and reported for settlement and allowance to the Orphans' Court of the County of Burlington, at a session to be held Thursday, January 9, 1941, at ten o'clock in the forenoon.  
G. EDWARD THUMM, Administrator.  
Practor: Ralph H. Kellam.  
Dated: December 8, 1940.  
12-5 to 1-2-41

Whatever happens in the world, let us sing and say, We will wait what God the Lord will do.—Martin Luther.

I endeavor to subdue circumstances to myself, and not myself to circumstances.—Horace.

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F. W. METZGER, Associate Editor  
KARL W. LATCH, Adv. Mgr.  
4 Second Street, Riverton  
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## National Defense

What are you doing to aid national defense?

The question, addressed to municipal officials but applicable with equal force to every citizen as well, is asked by the New Jersey State League of Municipalities. It is a query all should ponder. Upon the answer may depend the future of America.

National defense is more than sending the young men of the country to military camps for training and the massing of huge armaments. Both are important, of course, but the effort does not end there. Much must be done if the program upon which the nation, has embarked is to succeed. It is a vast cooperative effort in which all must assist.

Advance planning on a municipal as well as national basis is necessary to meet emergencies that may arise. A number of communities have already been called to deal with situations involving the loss of lives and destruction of property, happenings born in some instances, it is indicated, of subversive activities. Lack of organization and preparedness when such blows fall magnify the consequences and greatly retard defense endeavors.

In modern warfare the stay-at-home civilian is almost as much in the front line as the soldier in the field. The part the civilian population is being called to play in the war devastating Europe affords a vivid example and illustrates the importance of advance planning and intelligent coordination of resources.

The State Defense Council has proposed as an initial step the organization in each municipality of a local defense unit. Some have complied, others have not. All should do so without further delay. Such agencies offer a means of valuable help in attaining the objective—a strong and united America, superior in force and ideals to any attack from without or within.

Local citizen groups, working together with a common purpose, can bring effective pressure to avert strikes threatening delay in defense industries. Such groups, cooperating with law enforcement authorities, can render important service in combatting subversive influences, health protection and promotion, first aid if and when disaster strikes, development of a police reserve system, mobilization of quick transportation and the assurance of proper recreational facilities for men in the armed service are other activities opening a broad field.

Adequate defense, the best and only sure guarantee of continued peace, calls for thorough and careful planning, supplemented by long, hard work. The plan has been outlined in broad terms. Progress is being made on the details. The bulk of the work, however, remains to be done and a part in the completion of it is the obligation of every American.

## An Analysis

A noted leader of American industry rose before a great gathering of manufacturers in New York City recently to talk about "Total Preparedness for America's Future." He was H. W. Prentis, Jr., President of the National Association of Manufacturers, and his calm analysis of the defense situation today is worth a lot of attention.

American industry has "moved swiftly" on defense orders, Mr. Prentis said, and in doing so it is doing its share and more in making this nation strong and secure. But "to speak candidly and not in a spirit of carping criticism," industry is "deeply concerned" over the failure of government to learn from the past and make its defense aims clear.

Mr. Prentis listed the following points as being governmental policies that would truly serve national welfare:

1. A clear definition of our defense objectives.
2. Greater centralized authority to aid the work of the National Defense Advisory Commission.
3. A review of the nation's financial policies designed to place them on a sounder basis, coupled with "an immediate beginning on the task of codification and simplification of our tax laws."

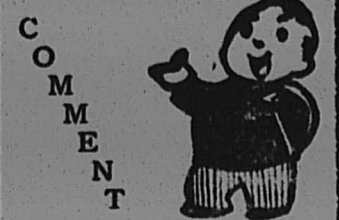
"If we are endangered, we must of course defend ourselves without stint or limit," the manufacturers' representative emphasized. "Life, property, freedom—no sacrifice would be too great in the hope that in the aftermath we might again have the clear vision, national unity and personal selfishness that would enable

us to re-erect the temple of American liberty. But let us be on guard constantly lest we be left ultimately with only the empty shell of what we are arming to defend."

"American industry has repeatedly pledged its wholehearted support to the national defense program. It has moved swiftly to meet all the demands that have been made by government to date. . . . Much as they abhor war, American manufacturers will do their full part under any and every circumstance."

It is the wisest possible course at this stage of our preparedness effort to listen to the advice of experienced manufacturers. Mr. Prentis, in drawing his conclusions, has had the benefit of the counsel and experiences of thousands of key industrialists in every part of the country.

His words are worth pondering.



A thought-provoking article in the Cheney, Kansas, Sentinel, signed by publisher Hugh C. Gresham, indicates that present governmental credit and bank regulatory practices are driving smaller banks out of business and making for fewer and larger banks. In other words, it is centralizing the banking business.

Mr. Gresham cites a recent case where two banks in neighboring towns merged. This, he says, is the result of three causes. First, the entry of the Federal government into the banking business has deprived private banks of much of their business — the tax-free, tax-supported Federal lending agencies can make loans at interest rates which would ruin the self-supporting, heavily-taxed private banks.

Second, regulatory agencies have become more exacting in the kind of loans they will permit banks to make, thus reducing loan business. Regulatory officials, working under blanket and in elastic laws, put their judgment before that of the banker himself.

Third, banks have been loaded to an unprecedented extent with government bonds which pay very low rates of interest, and thus reduce the banks' income.

The local community needs its own little bank even as the great city needs its big banks. If small banks disappear from the picture, the little

towns are going to suffer—the local banker knows local conditions, and is in a position to give his town the best possible service. He has always been a vital factor in community development.

Obviously the ownership by 60 million depositors of the deposits in the banks of this country, lies at the root of private enterprise. If this money were to pass under government control, there would be no further use to talk about a free industry. If this were to occur, then indeed we should have a form of totalitarian state.

Any fool can be careless!

## Canaries for Sale

GUARANTEED SINGERS

MRS. L. E. GEST

615 Thomas Avenue

Riverton, N. J.

Phone: Riverton 598-R

## A Good Memo

" . . . ORDER

ENOUGH OF

WILLIAMS' FUELS

TODAY"

That's what you'll find on a lot of local Memo Pads. Others have found out it pays—you can, too, by calling 1100.

## H. B. WILLIAMS

FUEL OIL - COAL - COKE

Phone 1100

PALMYRA

## Attention!

## GIFT HUNTERS!

Not much time left! Stop at Public Service and do your Christmas shopping. In addition to items pictured here are—electric coffee makers, waffle makers, broilers, roasters, egg cookers, I.E.S. lamps, door chimes, and still many others. See them. They are all moderately priced.

## PUBLIC SERVICE

A-8197



## SACRED HEART CHURCH

Fourth and Linden Avenue

Riverton, N. J.

Rev. John F. Welsh, Pastor

Sunday Masses, 7, 9 and 10:30.

Daily Mass, 7 o'clock.

Confessions, Saturday 3:45 to 5:45

and 7:30 to 9.

Novena devotions to Our Lady of the Miraculous Medal, Monday night at 7:45 p.m.

Midnight Mass will be held on Christmas eve while Masses on Christmas day will be at 7 and 9 o'clock.

Confessions will be heard on Christmas eve from 3:00 to 6:00 and 7 to 9:30 p.m.

Grammar school children are requested to go to Confession on Christmas Eve morning from 10:00 to 11:30.

## AMERICAN

OPEN Until 9 P. M.  
Next Monday and Tuesday  
CLOSED CHRISTMAS DAY

## Christmas FOODS

Everything you'll need for Christmas, and at prices that will keep your food bills down. Do your Christmas Food buying early. Shop in your neighborhood American Store—

Where Quality Counts and You Money Goes Farthest

Pioneer Brand, Tender, Young, Fresh-Killed

## TURKEYS

YOUNG TOMS 16 lb and over **lb 23c**

Smaller sizes Pioneer Brand Fancy Fresh Killed Turkeys at slightly higher price.

No finer birds at any price. The pick of the finest flocks in the country.

Fancy, Fresh-Killed Roasting Small, Lean, Smoked, Skinned

Chickens **lb 25c** HAMS **lb 20c**

One Price — None Higher New Cure—Oven Tendered

All Sizes Short Shank

Rump or Round STEAKS **lb 33c**Fresh PORK LOINS **lb 17c**Center Cut PORK CHOPS **lb 21c**

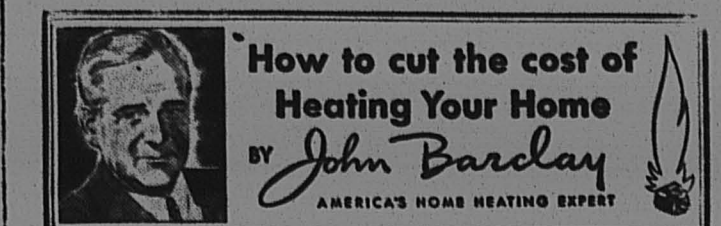
The Epworth League devotional service will be at 6:45. The address will be given by S. Carl Lee, of As-the Rev. A. J. Harke officiating. Prayer meeting will be Tuesday evening at 8 o'clock.

Carolers will leave the church at 12 midnight.

What we truly and earnestly aspire to be, that in some sense we are. The mere aspiration, by changing the frame of the mind, for the moment realizes itself.

—Anna Jameson.

The stakes are high when you gamble with safety.



## How to cut the cost of Heating Your Home

by John Barclay  
AMERICA'S HOME HEATING EXPERT

## Use the Right Size of Coal

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

Usually the size of coal to be used is determined by the size of the firebox. Fireboxes that are 24" or more in diameter and 16" or more in depth require egg size coal. Those that are 18" to

23" in diameter and 12" to 15" in depth require stove size coal. Those that are less than 12" in depth usually require chestnut size coal.

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

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

## Fixin's for the Turkey



CRANBERRY Sauce, dressing, giblet gravy and mince meat pie just naturally seem to accompany turkey.

Here are recipes for several kinds of dressing that may be served. Choose one. If all of it cannot be packed into the turkey (and it should not be packed in too tightly) put what is left into a greased baking dish and lay strips of bacon or salt pork on the top. Bake separately for thirty or forty minutes after heat in the oven is reduced to 300 degrees. With the temperature control of a gas oven you are always sure of a heat.

**Bread Sauce**  
10 whole cloves 1 large onion  
¼ lb. small 1 pt. milk  
broken 1 tsp. butter  
pieces of 1/2 cup  
stale bread cayenne  
(no crusts) pepper  
Salt

Stick whole cloves into the onion and put into milk. Simmer until onion is perfectly tender. Then remove the onion and pour hot milk through strainer onto the bread and let it soak for an hour. Place in a saucepan and simmer, add butter, cayenne and salt to taste. Stir constantly and when hot bring to a quick boil and serve.

In certain sections of this country, Bread Sauce is traditionally served with Christmas Dinner. It is very good with the turkey.

**Standard Dressing**  
(12-16 lb. turkey)  
1½ lb. loaf bread, stale ¼ tsp. salt  
(12 cups ¼ tsp. white  
bread pepper  
crumbs) ¼ cup minced onion  
½ lb. butter

Remove crusts and cut bread into one inch cubes or crumbs. Melt butter and combine with all the other ingredients. Mix well.

Variations:—

1. Add 1 lb. CHESTNUTS. To prepare: Place chestnuts in cold water to cover. Heat to boiling point and boil for 5 minutes. Drain. Peel and skin. Chop coarsely.

2. Add 2 cups finely chopped CELERY that is raw or has been sautéed in butter.

3. Add ¼ to ½ lb. MUSHROOMS. Chop and cook slowly in 1 tsp. butter for 5 minutes.

4. Add 1 pint or more OYSTERS either raw or preheated in 2 tsp. butter.

5. Add ¼ to 1 lb. SAUSAGE. Brown the sausage lightly.

6. Add 1 tsp. SAGE or Poultry Seasoning.

**Giblet Gravy**  
Pour off the fat from the pan in which the turkey has been roasted, saving 4 tbsp. Add 4 tbsp. of flour and stir until it browns. Measure water in which the giblets were cooked and add enough water to make 3 cups. Add to the browned flour and stir until smooth and thickened. If desired, add liver, gizzard and heart, chopped fine. Season with salt and pepper. Reheat and serve hot in gravy boat with the poultry.

**Cranberry Jelly**  
1 qt. cranberries 2 cups sugar  
1 pint water  
Wash cranberries and cook with water in covered pan. Simmer until each berry bursts, then remove from fire and press through colander to remove skins. Return to fire, add sugar and cook 5 to 10 minutes or until a drop jells on a cold plate. Pour at once into wet mold and cool.

Time to make fruit cakes! Pretty cakes are good Christmas presents.

## Save 25% on Bread Bills!

Supreme Soft **BREAD 2 big loaves 15c**

Fruit CAKE Virginia Lee 1-lb cake 35c 2-lb cake 69c

Silver Polish 25c 1 Date & Nut Bread 2 loaves 25c

Trish Trish & Vegetables - Vitamins for Health!

Julie Florida

**ORANGES 2 doz 29c**

Julie Florida TANGERINES 15c

Bosc or D'Anjou PEARS 6 for 19c

Red Ripe CRANBERRIES 19c

Fancy Iceberg LETTUCE 2 heads 15c

Large Ripe TOMATOES 2 lb 25c



## Church Notices

**CALVARY PRESBYTERIAN**  
Fourth and Lippincott Avenue  
Riverton, N. J.

Rev. Charles T. Bates, B.D., Pastor

Sunday, December 22  
Church school, 10 a.m.  
Men's Bible class, 10 a.m.  
Women's Bible class, 10 a.m.  
Thursday, 3.30 p.m.—Girl Scouts.  
Thursday, 5.00 p.m.—Junior choir practice.

Friday, December 20, 7.30 p.m.—The Church School Christmas entertainment will be held in the auditorium for all departments above the primary department. All members of the congregation and their friends are invited. A "white gift" (non-perishable food, wrapped in white paper) will be received for the New Jersey Children's Home Society of Trenton, New Jersey.

Saturday, December 21, 3 to 4.30 p.m.—Children's Christmas Party (for beginners and the primary department). Parents and friends are invited. Each child is asked to bring a book or toy (new or used in good condition) for the children under the care of the New Jersey Children's Home Society of Trenton.

Sunday, December 22nd

10.00 a.m.—Christmas worship in the church school. An unusually attractive service is planned. The whole school will unite. The Junior choir will sing. A special Christmas offering will be received for the Presbyterian United World Emergency Fund. The public is invited.

11.00 a.m.—Christmas Worship in the church auditorium:

Organ prelude, "Christmas Offertory," Griscom.

Processional Hymn: "Hark! The Herald Angels Sing."

Call to worship.

Invocation, followed by The Lord's Prayer.

The Apostles' Creed.

Gloria Patri.

Scripture, "The Annunciation," St. Luke 1:26-35.

Hymn, "Joy to the World."

Scripture, "The Magnificat," St. Luke 1:46-55.

Choir, "The Infant Jesus," Yon.

Scripture, "The Birth of Jesus," St. Luke 2:1-20.

Choir, "Sing, O Heavens," Tours.

Pastoral prayer, choir response.

Choir, "A Joyful Christmas," Gavaert.

Offertory, "Invocation," Callaerts.

Prayer of dedication.

The Doxology.

Solo, "Night of Nights," Van de Water.

Christmas Meditation, "The Glad Tidings," St. Luke 2:10.

Prayer.

Hymn, "O Come, All Ye Faithful."

Benediction — Choir Seven-fold Amen.

Organ postlude, "Festive March in A," Erb.

4.30 p.m.—Candle Light Service, a service of carols and lights. Both choirs, Senior and Junior, will sing. The special Christmas Offering, for the Presbyterian United World Emergency Fund, will be received at both services of worship on Sunday, December 22nd. All people of the community, not affiliated with other churches, are invited to unite in the Christmas Worship at Calvary Church.

## Wesleyan Men's Bible Class

For the Men of the Community

### A STAR-LIT WORLD

Wise men from the East having seen the Star, were guided by its brilliance to Bethlehem where the child Jesus was born. They rejoiced with exceeding great joy and seeing the child with Mary, his Mother, fell down and worshipped him presenting unto him gifts of gold, frankincense and myrrh.

With the Christ child came the

## LAST MINUTE GIFTS for CHRISTMAS

- CARDS
- JEWELRY
- FOILED ARTICLES
- CIGARS - TOBACCO
- PENS AND PENCILS
- CAMERAS
- STATIONERY
- CANDY
- GIFT WRAPPINGS

A Small Deposit Will Hold Any Article Until Christmas!

**Our Store Will Be Open Until Noon on Christmas Day**

**L. L. KEATING**  
Broad and Main Streets  
RIVERTON

## GIFTS GALORE AT THE SPINNING WHEEL GIFT SHOP

531 Cinnaminson Avenue, Palmyra

CHASE BRASS and COPPER  
REVERE BRASS and COPPER  
NOVELTY JEWELRY  
BABY LINE  
LEATHER GOODS NOVELTIES  
PASTEL LURAY  
CHRISTMAS CARDS 50-51.00  
IMPERIAL CANDLEWICK  
GIFT WRAPPINGS  
LAMPS

Visit Our Lending Library  
EVERYTHING WRAPPED AS A GIFT  
Ask About Our Lay-Away Plan  
Open Evenings 'Till Christmas

star-lit world; a new era in world events was ushered in—the dawn of a new day! Throughout the centuries the promised Messiah was proclaimed by prophet, priest and king. When he came, he was seen "wrapped in swaddling clothes ying in a manger." A babe, yes, but above him shone a brilliant star-lit sky!

Light was the unique quality of the life of Jesus as he appeared among men in his wondrous teachings and self-sacrificing ministry. Darkness of sorrow, doubts and fears are dispelled by the Christ who said "I am the light of the World." St. John 8:12. In our meditations this Christmas Season, let us think of Him, as the "Bright and Morning Star."

The Bible Class recalls the account of the star-pleam of the birth of Christ and greet each other. In it's name we send forth to the community the glad Christmas Greetings. Come and join with us next Sunday morning at 9.45 in praise and worship to the Christ Child.

Dr. J. G. Bickerton will address the class. Selections by the W.M.B.C. Double Male Quartet. The ladies are welcome to share our privileges on this great occasion.

**MORAVIAN CHURCH**  
Palmyra, N. J.

Rev. Albert J. Harke, B.D., Pastor  
Services for Sunday, December 22, 9.30 a.m.—Sunday School. Christmas session.

10.45 a.m.—A Christmas service of worship with the church decorated as a fitting setting. Sermon, "Christmas Eve, In Heaven, on Earth, in Your Heart."

7.30 p.m.—Sunday School Christmas program including the Primary Department and a pageant by the main school. Christmas Day at 9.30 a.m. A service of worship. "O come let us adore Him." Sermon, "The Meaning of Christ's Birth."

There's no such thing as a happy accident.

# LET'S GET DOWN TO ACTUAL FACTS!

## ABOUT THE NEW DRIVES

Oldsmobile's "no clutch" Hydra-Matic Drive has proved such a sensational success that many manufacturers have brought out new devices for 1941—with similar sounding names and with claims to similar advantages. There are new kinds of shifts, new kinds of transmissions, new clutch systems, new controls, new "drives." What these devices really do, in comparison with Hydra-Matic Drive, is shown in the chart below. Check their accomplishments carefully.

You'll find this fact remains: Just one kind of drive is completely automatic... has no clutch pedal at all... and never requires any manual shifting, even for quick acceleration. That is the original Hydra-Matic Drive, built and backed by General Motors, introduced by Oldsmobile and now proved by millions of miles of driving in the hands of nearly fifty thousand owners!

Names of the devices compared with Hydra-Matic Drive in the chart below will be furnished upon request.		DOES IT ELIMINATE THE CLUTCH PEDAL?		DOES IT DO AWAY WITH ALL CLUTCH PUSHING?		DOES IT GIVE YOU FULL AUTOMATIC SHIFTING?		DOES IT GIVE FULL ACCELERATING POWER WITHOUT MANUAL SHIFTING?		DOES IT HAVE A SPECIAL PICK-UP GEAR?		DOES IT ALWAYS REMAIN IN GEAR WITH NO FREE WHEELING?	
HYDRA-MATIC DRIVE	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
DEVICE "A"	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
DEVICE "B"	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
DEVICE "C"	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
DEVICE "D"	NO	Optional	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
DEVICE "E"	NO	Optional	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO

**THE CAR Ahead!**  
**OLDSMOBILE**  
"JACK" DAWLEY, Inc., 10 Broad Street, Riverton  
TELEPHONES—Riverton 1212—Merchantville 526

### CHRISTMAS FLOWERS

Why not send flowers to your friends this Christmas? You will find a large selection at our greenhouse for either home use or gifts to others. Stop in and see our beautiful display of plants and cut flowers of every description. James Kenney & Sons, phone Riverside 111.

## PLACE Your ORDER NOW FOR CHRISTMAS

### Home Roasted and Salted Nuts WE USE BUTTER

MERINGUES—All Sizes  
RICH, CREAMY ICE CREAM  
PUMPKIN and MINCE PIES  
DELLA ROBBIA NORRIS MINTS  
CHRISTMAS COOKIES  
GINGERBREAD HORSES  
TURKEYS ROASTED

## CHEW'S BAKERY

526 Main Street Riverton  
Phone 154—FREE DELIVERY

### REALTORS MEET WITH INSURORS

The Burlington County Real Estate Board held its December meeting at Newlin's, Moorestown, Tuesday evening. This was a joint session with the Burlington County Insurance Agents Association.

President R. M. Woodward presided for the Realtors and President Robert H. Aaronson, Jr. presided for the Insurers.

Speakers for the insurers were: Theodore Brown, of Perth Amboy, Past President of the State Association; Al. Christie, of Bergenfield, chairman of the executive committee for the state association; Bill O'Brien, of Passaic, secretary of the state association and Stan. Stults, of Hightstown, past president of the state association and past member of the executive committee of the National Association. Each speaker spoke briefly on matters pertaining to the insurance forums being held once a month for all agents.

C. Arnold Nutter, president elect of the New Jersey Association of Real Estate Boards was the speaker for the Realtors. Nutter praised the service given to the public by Harry Stevens, the retiring President of the State Association. Another point stressed was the value of complete cooperation by the local board members and importance of educating the property owners to the point that any real estate transactions meant Realtor Service.

The two boards had a notable guest in the person of Mrs. Marjorie Margaret Al. Mc. Penfold, the executive secretary of the Camden County Real Estate Board, also President Nutter's personal aide in his coming term. Mrs. Penfold was recently recognized as the outstanding executive secretary of all the Real Estate Boards in the Nation.

### Officers Named

Following the joint meeting a business session was held by the Realtors for the nomination of officers for the years 1941-1942. The following were elected by a unanimous vote: Leslie W. Reeves, Palmyra, president; George F. Glinther, Riverton, vice president; John G. Chesley, Mount Holly, secretary and Edward A. Kashner, Florence, treasurer. Richard M. Woodward was appointed to the Board of Governors for the two year term.

President Woodward appointed the following committee for the annual banquet at which time the new officers will be inducted: Leslie W. Reeves, chairman; Arthur Cutler, Edward Kashner, Howard Knight and Estelle Wilkinson.

The program was concluded with a report on the annual convention at Atlantic City by Woodward, Reeves, Chesley and Glinther.

Strength of character lies not in demanding special circumstances, but in mastering and using any that may be given—Canon Scott Holland.

### MAGAZINES—Over 3,000 to Choose From SPECIAL GIFT PRICES

WALTER H. CUMMINGS  
Subscription Agency  
Box 85 Palmyra, N. J.

XMAS DAY AND THURSDAY



The Fox Theatre, Riverside, will have as its holiday show the outstanding picture of the season, "The Mark of Zorro," with Tyrone Power and Linda Darnell.

RYTEX STATIONERY, 6100  
AT THE NEW ERA OFFICE

## Christmas Candies Make Delicious Gifts



RICH chocolate fudge, crisp peanut brittle and shiny white affy are almost as much a part of the Christmas celebration as the stories about Santa Claus and the reindeer.

Home-made candy is a good Christmas gift. It is fun to make it yourself. Let the family help. They will enjoy cooking the sweets and packing the pretty pieces in gay Christmas boxes.

Here is a recipe for wholesome lollypops to please the children. Make faces on the lollypops and add crepe paper skirts. Children will treasure them.

### Lollypops

2 cups granulated sugar  
2/3 cup light corn syrup  
1/2 cup water  
Coloring  
Flavoring  
Wooden skewers

Heat sugar, corn syrup and water slowly in a saucepan, stirring until sugar is dissolved. Then cook moderately until brittle threads form. Add a small amount of coloring and flavoring. Pour syrup from tip of a tablespoon onto a greased baking sheet. For perfect rounds, always pour into the center of the desired disk. Press wooden skewers with the points at the center of the disk. Dip the candy immediately. Faces may be made on the lollypops with candy, nuts or raisins. Syrup may be poured into lightly greased molds. Place loops of string in mold before pouring syrup and these candies may be hung on the Christmas tree. Let harden, remove from sheet and mold carefully. Yield: About one and one-half pounds.

For green lollypops, flavor with mint; yellow—use lemon or orange; pink—wintergreen extract; red—flavor with cinnamon.

### Peanut Brittle

1 cup granulated sugar  
1/2 cup brown sugar  
1/2 cup light corn syrup  
1/3 cup water

2 tbsp. butter  
1/16 tsp. soda  
1/16 tsp. salt  
1/2 cup peanuts

Put the sugar, corn syrup and water into a saucepan and cook, stirring until the sugar is dissolved. Continue cooking without stirring to 300 degrees, or until some of the mixture becomes very brittle when dropped into cold water. Remove from fire, add salt, soda and butter and stir only enough to mix well. If much stirring is done the brittle will sugar. Add the peanuts and pour the brittle out in a thin sheet onto a marble slab or greased shallow pan.

### Cocoanut Kisses

1/2 cup sugar  
1 1/2 cups shredded cocoanut  
1 tsp. flour  
1/2 cup raisins  
1/2 cup candied cherries  
1/2 tsp. salt  
1/2 cup evaporated milk  
1/2 tsp. vanilla

Combine the dry ingredients. Add milk and vanilla and mix well. Drop from a teaspoon onto a pan lined with oiled paper. Bake at 350 degrees until light brown (about thirty minutes). Remove from pan while still warm and mold into shape if necessary.

### Rainbow Wafers

1 tbsp. gelatine  
2 1/2 tbsp. cold water  
2 tbsp. boiling water  
1 lb. (1 pkg.) confectioner's sugar  
Vegetable coloring  
Flavoring

Soak gelatine in cold water for five minutes. Add boiling water and stir until thoroughly dissolved. Add two cups sugar and mix thoroughly. Put onto a board dredged with sifted sugar and knead until perfectly smooth. Divide into as many parts as you wish and to each part add desired colors and flavors. Knead in enough more sugar to make mixture stiff. Roll as thin as possible and cut into rounds, about one inch in diameter.

## Christmas Plants at Dreer's

Poinsettias in 3-inch pots each 40c  
Poinsettias in 4-inch pots each 75c  
Poinsettias in 5-inch pots each \$1.00  
Cyclamen in 4-inch pots each 75c  
African Violets in 3-inch pots each 50c

Processed Natural Holly Wreaths at 35c and 75c each (in gift boxes), and \$1.25 each (plain box)

## Henry A. Dreer, Inc.

Building Gardens Beautiful since 1888

Gifts that are sure to be appreciated are the fancy colored dishes, filled with plants and ornaments. We have a great assortment at the nursery from which to choose when you call.

### PALMYRA WINS SEASON OPENER

Palmyra High School's basketball quintet took the opening game of the season on Tuesday afternoon of this week, winning from Haddon Heights by the count of 34-16 and leading all the way.

Coach Ken Dimond's championship aspirants, largely holdovers from last year, showed improvement over the 1939 season and have all the makings of a high class aggregation. Naturally a few rough spots need to be ironed out if the team is to hit its real stride.

The game started slowly, with the locals in the van 6-2 at the end of the first quarter. They were out in front 16-6 at the half, but relapsed in the third stanza only to finish going away at the final gun.

### Henson Leads

Henson paced the Red and White with six from the floor and one from the free-throw stripe. The remainder of the tallies were rather evenly distributed over the remainder of the cast which included Mitchell, Conwell, Caracasty, Rivet, Ohmberger and Mustard.

The Palmyrians tabbed 14 doubletons and converted six out of 13 charity throws. The Dimondmen had about 150 shots at the hoop and, had their aim been somewhat better, the affair would have been said indeed for the opposition, who were unable to do much with the local offense when within close range of the cords.

### SPECIAL XMAS SHOWS AT FOX, RIVERSIDE

The special Christmas shows at the Fox Theatre, Riverside, will be continuous from 2 p.m.

The holiday feature attraction will be the "Mark of Zorro" with Tyrone Power in his most famous and colorful of all screen roles.

Lovely Linda Darnell is featured opposite him at the head of an outstanding cast, including Basil Rathbone, Eugene Pallette and many others. Also as an added attraction a Merrie Melody in technicolor "Bedtime for Sniffles."

Slow down at sundown.

## PALMYRA

Matinee Daily at 2.00 p.m.  
Evenings 7.00—9.00 o'clock

THURSDAY, December 19—

2—LAUGH HITS—

BABY SANDY with

NAN GRAY and

TOM BROWN in

Sandy is a Lady

—and—

ROSEMARY LANE in

Always A Bride

Free Gifts to the Ladies

FRIDAY and SATURDAY

December 20-21

CLAUDETTE COLBERT and

RAY MILLAND

in Paramount's Laugh Sensation

Arise My Love

(It's Tops)

PLEASE NOTE:

Feature Time—2.15, 7.15 and 9.15

—Saturday Matinee Only—

THE DEAD END KIDS in

"JUNIOR G-MEN"

SUNDAY and MONDAY

December 22-23

Sunday—Matinee, 1:30 to 6:00

Evening, 9:00 to 11:15

JOAN BLONDELL and

DICK POWELL in

I Want A Divorce

Mon.—Free Gifts to the Ladies!

TUESDAY, December 24

SIDNEY TOLER and

MARJORIE WEAVER in

Murder Over

New York

—and—

OSA JOHNSON'S

"I Married Adventure"

### WINNERS

It's a race across half the world before Ray Milland wins Claudette Colbert in "Arise My Love" at the Fox Theatre, Riverside, Friday and Saturday.

Nothing can be great which is not right.—Samuel Johnson.

Every luminary in the constellation of human greatness, like the stars, comes out in the darkness to shine with the reflected light of God.—Mary Baker Eddy.

## Hy Small's PALMYRA BOWLING ALLEYS



### OPEN ALLEYS NEXT WEEK

Monday - Tuesday - Wednesday  
Saturday - Sunday

Broad and Morgan Avenue  
PALMYRA



Friday and Saturday, Dec. 20-21



Also—CARTOON AND NEWS

Sunday and Monday, Dec. 22-23

2—BIG ATTRACTIONS—2



—Also—

GENE AUTREY

in

Ride Tenderfoot Ride

TUESDAY ONLY—Dec. 24

Money and the Woman

with

JEFFREY LYNN and

BRENDA MARSHALL



## BOY SCOUT NEWS

### County Board of Review

At a County Boy Scout Board of Review that was held last Friday evening at the Moorestown Community House, Scoutmaster J. Robert Espenschied of Troop 2, Lippincott, and Scoutmaster H. Lippincott, of Troop 4, Moorestown, were awarded the rank of Eagle Gold Palm.

Other awards that were made were Life Scout rank to Albert Griffith of Troop 33, Florence, and Albert Tomlinson, of Troop 7, Lenola.

Star Scout rank was awarded William Dawson, Mr. Douglas Anderson, and Ralph Foulke, all of Troop 33, Florence; William Sumner and Robert Heal, both of Troop 4, Moorestown; Warren Jensen, and Frank B. Weigand, both of Troop 9 of Palmyra; Frank Serrano, Robert Mathes, and Jack Anderson, all of Troop 12, Mount Holly. These Scouts had already passed their merit badges before the District Board of Review. They were reviewed on their having lived up to the Scout Oath and Law, Motto, and daily good turn, their service to their troop, and community, and the fact that they had demonstrated leadership ability in their troop.

Each Scout was presented by the chairman of his District Board of Review and the final presentation was made by Dr. Donald H. Powers, of Moorestown, chairman of the Council Advancement Committee. He was assisted by Alfred L. Deyo, of Moorestown, Frank H. Appleton, of Bordertown, William deH. Washington, of Riverton, and County Scout Executive George A. Darlington. In making the presentation to Scoutmaster Espenschied, Dr. Powers congratulated him on the splendid service he is giving to his troop and community through his leadership ability. The award to Mr. Lippincott was made by Dr. Powers, in absentia, as he is at the present time a student at Georgia Institute of Technology. A letter was read by Mr. Deyo before the County Board of Review, showing that Mr. Lippincott is carrying on his Scout work in Atlanta, Georgia, having organized a Boy Scout Troop in the "less chance" area in that city.

### GOODWIN RIVERTON

#### FIRE CO. PRESIDENT

At the monthly meeting held on Tuesday, December 10, the following officers were elected: President, John W. Goodwin; vice president, William E. Evans; secretary, James J. Goodwin; treasurer, Edwin J. Kapus. The board of directors includes Joseph T. Flynn, Walter Armstrong, Edson Carhart, George Horner, B. G. Cook, Joseph Lezen.

Who hath not learned that when alone he has his own thoughts to guard, and when struggling with mankind his temper, and in society his tongue?—Mary Baker Eddy.

### WINNERS



It's a race across half the world before Ray Milland wins Claudette Colbert in "Arise My Love" at the Fox Theatre, Riverside, Friday and Saturday.

by Joseph Morze, Lester Yearly and Jesse Morze.

Edson Carhart, Jr. was elected chief, with Lawrence Downs, William Anderson and James McDermott as first, second and third assistants.

Edward Faunce was elected to the New Jersey State Firemen's Relief Association Board of Representatives, and Joseph Lezenby was elected to the board of trustees.

William Anderson, Joseph Morze and James J. Goodwin were elected as representatives to the Burlington County Firemen's Association.

The following committee chairmen were appointed by the president to serve for 1941: Frank P. Coddington, house; Edson Carhart, entertainment; William Evans, finance; Joseph Flynn, membership.

After the business of the evening the entertainment committee treated the members to a show and platter dinner.

The height of human wisdom is to bring our tempers down to our circumstances and to make a calm within, under the weight of the greatest storm without.—Defoe.

## YOU CAN JUDGE BEST BY TEST

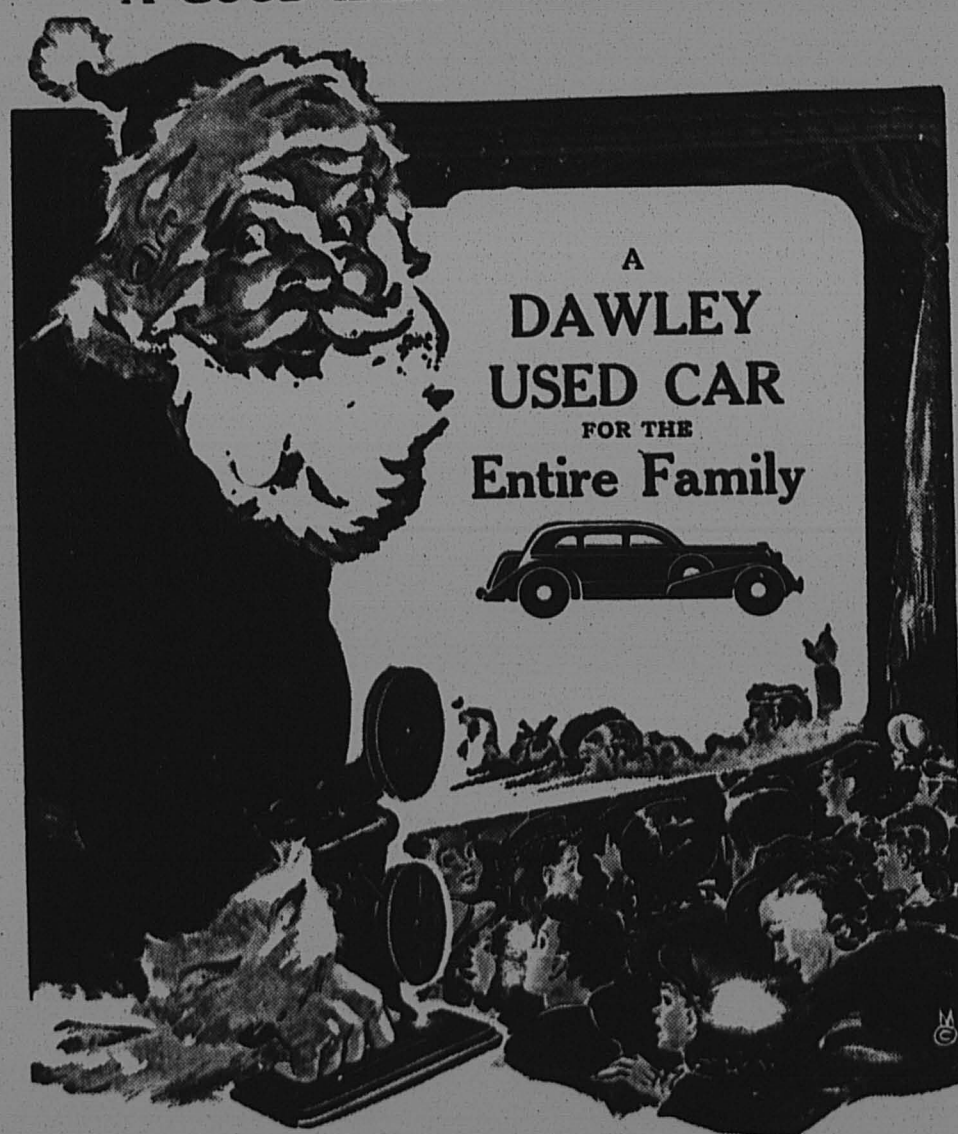
Try a test ton of EVANS PREMIUM ANTHRACITE coal and compare with ordinary coal. It is high in carbon content and B.T.U.'s (heat units) and low in ash, it is the cream of anthracites and shiny black just as Mother Nature made it, and best of all, "It goes further and heats longer."

Try a test ton and be convinced of its superiority.

### J. T. Evans Co.

RIVERTON 302  
Authorized Dealer  
Genuine Koppers Coke  
Finest grades FUEL OIL  
Free F.H.A. advice and estimates on building and repairs on Easy Monthly Payments.

## A GOOD IDEA... EH?



A  
**DAWLEY**  
USED CAR  
FOR THE  
Entire Family

### 1940 Oldsmobile

"70" 2-Dr. SEDAN—Radio, heater, defroster, de luxe wheel. Completely equipped. Run 12,000 miles. Positive-ly looks and runs like new.

### 1939 Ford

De Luxe COUPE—Radio and heater, low mileage. A good car for business. Excellent condition.

### 1937 Buick

Four door SEDAN—Motor reconditioned and brakes relined.

### 1937 Plymouth

De Luxe 4-Door SEDAN—This is a perfect automobile, good paint and rubber and is in excellent mechanical condition.

### 1938 Plymouth

De Luxe 4-Door SEDAN—This car is a real bargain. Dark blue in color, paint in perfect condition. Excellent condition mechanically. A good car for economical transportation.

### 1937 Chevrolet

2-Door SEDAN—This car has been thoroughly reconditioned. Good paint and rubber.

ALL OF THE ABOVE CARS CARRY OUR USUAL 30-DAY GUARANTEE  
REMEMBER—A GUARANTEE IS ONLY AS GOOD AS THE MAN BEHIND IT.

## 'JACK' DAWLEY, Inc.

Sales — OLDSMOBILE — Service  
10 BROAD STREET RIVERTON

Telephones Riverton 1212—Merchantville 580  
See Mr. O'Neill or Mr. Dolby Our Local Representatives

## PHILA. MARKET HOUSE

BROAD and GARFIELD AVE.  
FREE DELIVERY

PALMYRA, N. J. Phone 1200

### FANCY TOKAY

GRAPES 3 lb 25c

### California D'ANJOU

PEARS 5 for 19c

(large size)

### WHITE ONIONS

for CREAMING

3 lb 14c

### NEW CALIFORNIA

CARROTS bunch 5c

### NEW CALIFORNIA

RED BEETS bunch 5c

### FRESH (Full Podded)

LIMA BEANS 2 lb 25c

### HARDING'S SWEET CREAM

BUTTER

FARM ROLL

lb 39c

### STRICTLY FRESH

BROWN SHELL EGGS

doz. 39c

### California ENGLISH

WALNUTS lb 25c

### Fancy Black Walnut Meats

lb 49c

### IMPORTED

CHESTNUTS lb 19c

### BIRDS EYE

PEAS or LIMA BEANS

box 23c

### FRESH FILLET

FLOUNDER lb 25c

### FANCY LARGE

SMELTS lb 23c

### For that Real Christmas

TURKEY DINNER

order one of our 100% money-back guarantee PARAMOUNT FARMS Prime Turkeys—Price will be advertised next week.

Swift's Premium Genuine Spring

### LEGS OF LAMB

27c lb

5 to 7 lb avg

### PARAMOUNT

STRICTLY FRESH KILLED

Large Fowl

27c lb

5 to 8 1/2 lb avg

Most Delicious for Stewing or Fricasseeing

### Special Feature—

Fully Cooked—Ready to Serve

VOOT'S TRIPLE TENDER

Butt Half

### Hams

27c lb

"Not what we give, but what we share... for the gift without the giver is bare..."

5th Year No. 49

## ROTARY PROGRAM FOR TWO MONTHS

The program of the local Rotary Club for January and February, as announced this week by Robert G. Adams, chairman of the program committee, holds much in store for the members in the way of interesting speakers during the next two months.

Those who will speak here include:

January 21: "Rotary's Opportunity in 1941," Robert H. Miller, past district governor, 175th district, executive secretary of the West Philadelphia Y.M.C.A.

January 9: "Propaganda," Dr. E. Bruce Thomas, graduate of F. & M. Temple and professor in the history department of Upper Darby High School.

January 16: "Athletics as a Character Builder," Ira F. Thomas, former big league ball player, chief scout for the A's and head instructor in the Atlantic Baseball School.

January 23: "Jungle Yachts in the Belgian Congo," a Commander Gatti film.

January 30: "Taxpayers View Government Costs," Francis B. Elwell, of Riverton, Yale graduate and secretary of the New Jersey Taxpayers Association for the past eight years.

### February

February 6: "Odd Uses of Silicates," Edwin A. Russell, graduate of Haverford College and sales manager of the Philadelphia Quarts Co.

February 13: "Abraham Lincoln," Rev. George Lochett, pastor of the Central Baptist Church, Palmyra.

February 20: Ladies Night.

February 27: "Hopi Indians at Home," Sidney Connor, graduate of Colorado College, archeologist.

## FIRE AUXILIARY NAMES OFFICERS

Mrs. Morton A. Mohrmann, has been elected president of the Women's Auxiliary of the Independence fire company No. 1, of Palmyra, and succeeds Miss Florence O. Saar, as head of the organization.

Other officers elected for the coming year are Mrs. Edward Hoff, vice president; Mrs. Baden Reynolds, secretary; Mrs. Morris Beck, treasurer. Mrs. Reba Cunningham, of Burlington, will conduct the installation that will take place on Tuesday, January 7, at the fire house with the assistance of her Burlington County fire ladies staff.

## THANKS

Post Commander E. Reeves Morgan, desires to extend thanks and appreciation for all the toys, books, and games that have been contributed to the legion for the needy at Christmas.

The monthly meeting of the post will be held on Tuesday, January 7, at the legion home. Among the items listed for discussion at this meeting includes the American Legion's oratorical contest which they sponsored again this year. Announcement was made at the county executive committee meeting held recently that a larger number of legion posts will support the contest throughout the county.

## BIRTH

Mr. and Mrs. Ernest Barkel, of Horace avenue, Palmyra, are receiving congratulations on the birth of a daughter, Sandra Lee, on Friday, December 20, at the Zuerbrugg Memorial Hospital, Riverside.

## BIRTH

Mr. and Mrs. Raymond Foster, of Highland avenue, are receiving congratulations on the birth of a son, Jeffrey Raymond, on Friday, December 20, at the Zuerbrugg Memorial Hospital, Riverside.

# THE NEW ERA

RIVERTON :: CINNAMINSON :: PALMYRA

RIVERTON—PALMYRA, N. J., THURSDAY, DECEMBER 26, 1940

PRICE 5 CENTS

## A Merry Christmas



CHRISTMAS came to the world as a new horizon for men's thoughts. It brought to mankind a new meaning for civilization. A spiritual and brotherly relationship never experienced before filled the hearts of men. The world has gone through many stages, many trials, many changes. And throughout the centuries, wherever men kept the spirit of brotherhood constant, there the meaning, the symbolic beauty of Christmas remained. It is true that this Yuletide finds the world besmirched with war... but among the peoples of all countries, a loftier expression of good will and fraternity defiantly moves forward, more deeply imbedded, with the sanctity of Christmas, a spirit that can never be broken or forced from the hearts of men. Our message of Christmas cheer this year is not a mere phrase. Wherever the holiday spirit is exchanged, the glow of its warmth is a call to reinstall its virtues in every corner of the globe... Good Will toward Men... of all lands who hold dear the brotherhood of Man... In the spirit of Christmas, a Merry Christmas to you!

## LARGE VOLUME HOLIDAY MAIL

Although the holiday mail is greater in volume than ever before, both the Riverton and Palmyra post offices are keeping abreast of the tide and outgoing and incoming letters, cards and packages are being delivered promptly.

Mrs. Mervil E. Haas, Riverton postmaster and Xavier Walters, postmaster at Palmyra, state that deliveries are being made several times daily in order that all postal matter will be in the hands of the intended recipients before Christmas. No deliveries will be made on that day.

Extra carriers and clerks are working in both offices and carriers went over their routes on Sunday.

## COMMUNITY CENTER HOLIDAY SCHEDULE

Tuesday, December 24—12 noon to 5 p.m. Closed Christmas Eve. Closed Christmas Day.  
Thursday, December 26—12 noon to 5 p.m. 7 p.m. to 10 p.m.  
Friday, December 27—12 noon to 5 p.m. 7 p.m. to 10 p.m.  
Saturday, December 28—12 noon to 5 p.m. 7 p.m. to 11 p.m.  
Monday, December 30—12 noon to 5 p.m. 1 p.m. to 10 p.m.  
Tuesday, December 31—12 noon to 5 p.m. Closed New Year's Eve. Closed New Year's Day.

The workshop of character is everyday life. The uneventful and commonplace hour is where the battle is lost or won.—Maltbie D. Babcock.

God has never ceased to be the one true aim of all right human aspirations.—Vincent.

## NOTICE

Because of the observance of New Year's next Wednesday, 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, December 30. Positively no material will be accepted after that hour.

The cooperation of our news contributors and advertisers will be greatly appreciated.

## Holiday Attire Is Attractive

Although there is no municipal Christmas lighting project in this section, local communities, through the efforts of residents and individual business houses, present a charming holiday appearance from the decoration standpoint.

Practically every home in Riverton, Palmyra and Cinnaminson is ablaze with illumination at night and some most striking effects have been achieved.

As usual, in the business section, the Palmyra municipal tree in the Grove is one of the highlights, together with the banking house of the Cinnaminson Bank and Trust Company, the approaches to the Tacony-Palmyra bridge and the tree at the Evans Service Station, Riverton.

## LITTLE DAMAGE CAUSED BY FIRE

Prompt work by Palmyra firemen extinguished a fire early last Friday morning in the cleaning and pressing establishment operated by J. R. Johnson, Broad street, Palmyra.

The fire was discovered by N. Dreier, who occupies one part of the structure. He notified Palmyra police, who turned in the alarm.

The flames started along the partition separating the two sections of the building and were confined to the point of origin. One line of hose from the booster tank was used in dousing the fire.

There was no loss to clothing at the Johnson establishment and prompt repairs were made so that business was being carried on as usual within a very short time.

## TIMELY ADVICE ON PARKING CARS

Inexpert parking of motor vehicles is responsible not only for frayed tempers and dented fenders, the Keystone Automobile Club points out, but is a serious contributing cause to highway congestion and accidents.

The club deplores the fact that thousands of otherwise excellent drivers appear to lose their skill when trying to back into a parking space. The only plausible explanation is that they failed to learn the proper backing technique when mastering the rudiment of driving, and while now skilled in other driving practices they remain deficient in parking.

## Suggestions

To assist in preventing congestion by facilitating the parking of vehicles, the club offers the following suggestions:

1. Stop even with or a little ahead of the car in front of the parking space, at a distance of 12 to 18 inches from the parked vehicle, to allow for the maneuver to follow.
2. Cut wheel sharply to the right (many drivers make the mistake at this point of cutting to the left) and back toward the curb.
3. As the rear wheels near the curb, cut the front sharply to the left so as to swing the front of the car toward the curb. This should be done while the car is backing slowly.
4. It will now be found the car is within the allotted space, close to the curb, and all that remains for the drivers to do is to straighten wheels and perhaps "jockey" slightly to allow proper space between vehicles parked to the front and rear.

## SCHOOL GIVES CHRISTMAS PLAY

"Why the Chimes Rang" Wins Applause of Large Riverton Audience

Every seat in the auditorium of the Riverton Public School was filled on Thursday morning of this week when the pupils presented a most well-rendered version of "Why the Chimes Rang."

The parts were extremely well taken and the music and fine stage setting, with appropriate lighting effects, made the performance one long to be remembered. Pupils and the teachers in charge of the affair were heartily complimented by those present.

The play opened with Larry Hewlett, narrator, giving a synopsis of the production. This was followed by carol singing rendered by the choir, scenes before the church and at the altar with the theme coming to a climax as the chimes rang following a humble gift by a child.

The solo parts by Miss Barbara Borger and Lloyd Major, Jr., were especially well taken.

## In Cast

The cast was as follows: Larry Hewlett, narrator; Richard Horton, priest; Fred Langenberg, sages; Frank Mathews, Pedro; Albert Reeves, rich man; Jack Cooper, courier; Richard Caldwell, artist; Barbara Borger, angel; Betsy Cashio, rich woman; Alice Cook, poor woman; Virginia Woodward, young girl.

Following the production, Santa Claus, brought from the North Pole for an early visit by the P.T.A. distributed candy to the pupils. A large Christmas tree, tastefully decorated, added holiday color to the scene.

## GRADUATE GROUP DANCE

Phil Buxton's band, one of the top bands in South Jersey, has been selected to play at the Graduate Group's gala Christmas dance to be held Friday night, December 27, in the Palmyra High School gymnasium.

Buxton's orchestra has been classified by musical authorities as one of the coming dance bands in South Jersey. He has played for some top dances in Camden county, including Republican and Democratic victory banquets, DeMolay and Tall Cedars balls, besides a number of large alumni and school prom dances.

The committee in charge has announced that this will be one of the best dances ever held in this locality, with the Christmas spirit prevailing in the decorations.

The group annually holds a dance at this time of the year so as to give the many college students who will be home for the holidays a chance to come out and meet their old classmates.

The affair is not restricted to Graduate Group members, but is open to the general public. Dancing will last from 9 'til 12.

## FINAL MEETINGS

Riverton Borough Council and the Cinnaminson Township Committee will have their final meeting of the year on Monday night of next week when all 1940 business will be concluded.

The township committee will convene in the home of Elmer Manderville.

The time and place of the 1941 organization sessions will be determined at that time.

It things keep on shaping up as they are it won't be long until the white collar worker will be lucky if he owns a collar.



**SACRED HEART CHURCH**  
Fourth and Linden Avenue  
Riverton, N. J.  
Rev. John F. Welsh, Pastor  
Sunday Masses, 7, 9, and 10.30 a.m.  
Daily Mass, 7 a.m.  
Novena devotions to Our Lady of the Miraculous Medal Monday nights, 7.45 o'clock.  
Confessions Saturday, 3.45 to 5.45 and 7.30 to 9 o'clock.

High Mass with Benediction of the Blessed Sacrament will be celebrated at midnight Christmas Eve. Other Masses will be offered at 7.00 and 9 a.m. Grammar school children must attend the 9 o'clock Mass, as they will not be allowed at the Midnight Mass because of the lack of room.

Confessions will be heard on Christmas Eve from 3.00 to 6.00 and 7.00 to 9.30 p.m. Grammar school children will please go to Confession on Christmas Eve morning from 10.00 to 11.30. The church will be closed at the conclusion of the hearing of Confessions at 9.30 and will reopen at 11.00 p.m. for the midnight Mass.

The pastor suggests the best Christmas gift might be offered to God on Christmas Day is to be in the state of grace through Confession and the receiving of Holy Communion. We entreat you to attend Mass on Christmas with a pure and holy heart, so that the love of the Infant Saviour may enter deeply into your souls. Receive Holy Communion on Christmas morning. The annual Christmas collection that is received pays off part of the mortgage on the Sacred Heart Church property.

The high school class in Religion that is held on Thursday night is postponed to Thursday, January 16.

The altar boys to serve at the Christmas Masses are Ralph Dennis;

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

A VERY  
SINCERE WISH  
for a  
MERRY  
CHRISTMAS  
and a  
HAPPY NEW YEAR  
is extended to you  
from the

**GLORY-EL SHOP**  
- 3 East Broad St. Palmyra

**Ethel's Beauty Salon**  
511 Howard Street  
Riverton

Phone  
Riverton 1000  
**PERMANENT  
WAVING**  
Beauty Culture in  
All its Branches  
Facials and Body  
Massage



The  
SEASON'S  
GREETINGS  
to all our  
FRIENDS  
from

**RAY BANKS**

Barber  
RIVERTON, N. J.

Robert Rowan, and Raymond Stroheim; Midnight Mass: Joseph Dietrich, Thomas Groome; 7.00 o'clock Thomas Zimmer and Robert Stack at the 9.00 o'clock Mass. All the altar boys are expected to be in the sanctuary for the Midnight Mass with the exception of the boys listed for the seven and nine o'clock Masses.

Special Christmas music has been arranged by the Sacred Heart Church Choir for Midnight Mass Christmas Eve, which will be under the direction of J. Allan Porter, assisted by Mrs. Edward Steedle, Mrs. George Porter, Mrs. Anne S. Mitchell, Mrs. Eleanor Mattingly, Miss Elinor Porter, Miss Mary Malone, and Mrs. William Smith. The children's choir has also prepared special Christmas music for the 9.00 o'clock Mass.

The program for Midnight Mass Christmas eve is: "Silent Night, Holy Night," at the Missa of the Mass, "Ave Maris Stella" by Nicola A. Montani, at the Offertory of the

Mass, "Adeste Fideles" by John Reading, at the Communion of the Mass, "Jesu Bambino" by Pietro A. Yon, benediction of the Blessed Sacrament, "O Salutaris" by Agatha Pfeiffer, "Tantum Ergo" by Caro Breidenstein.

## Y. W. C. A.

Miss Jean Lee, of Mt. Holly, has resigned as office secretary of the Burlington County Y.W.C.A. to accept a position with the Internal Revenue Department in Camden. Miss Lee has been with the county Y.W.C.A. for three years, and her resignation was accepted with regret by the board of directors at its December meeting Tuesday morning.

To fill the position, the board has appointed Miss Marguerite Pearson. Miss Pearson is a graduate of the secretarial course of St. Mary's Hall, Burlington. She will begin her new duties January 2.



The whole Bishop organization wishes  
you and yours a very

**MERRY CHRISTMAS**

and a New Year filled with health, happiness  
and prosperity.

**BISHOPS' DAIRIES**  
RIVERSIDE



AND BEST WISHES FOR THE  
NEW YEAR TOO

**KOPPENHAVER MOTOR CO.**

Blair Koppenhaver, Floyd Koppenhaver and  
Frank I. Lloyd, Service Manager

**DODGE and PLYMOUTH**  
SALES and SERVICE

600 Broad Street Riverton

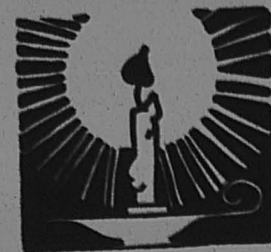


To the many friends we have in these  
communities: To you we say with sincere  
appreciation

**MERRY CHRISTMAS  
AND  
HAPPY NEW YEAR**

**E. BEITZ & SONS**  
QUAKER STORE

115 East Broad Street Palmyra



Not as a customer—but as a valued  
friend, we take this occasion to ex-  
press our holiday greeting to you.

**MERRY CHRISTMAS**

AND

**HAPPY NEW YEAR**

**RIVERTON LAUNDRY**

N. KUENSELL, Prop.



TO ALL OUR FRIENDS

in these communities we extend our

best wishes for a very

**Merry Christmas**

AND A VERY

**Happy New Year**

filled with

Health, Happiness and Prosperity



**Tacony-Palmyra Bridge Co.**

Palmyra, N. J.

## YMCA BRIEFS

Y.M.C.A. groups throughout Burlington county will participate in a one-day educational trip to Philadelphia Friday, December 27, which will be directed by County Secretary Guy C. Hendry, and his associates Ralph Dugan and Gene McCormack. All leaders have been notified of the time schedule and itinerary. Plans for going on this trip and transportation arrangements are items of business being considered by Y.M.C.A. boys in their meetings this week.

Independence Hall, The Curtis Publishing Company, Wanamakers, The Franklin Institute and an Automat are on the list. Arrangements are also being made for a swim at the Philadelphia Central YMCA pool.

Such trips have been a part of the County Y.M.C.A. holiday season activities for years.

Independence Hall will be the starting point, at 10 a.m. Here the Y.M.C.A. secretaries in charge will meet all the group members and act as guides for the balance of the day's educational tour.

Hitch-hikers are perfectly harmless—if you never pick them up.



to all our friends  
both old and new

**BURKE'S  
SERVICE STATION**  
Broad and Linden Avenue  
RIVERTON

**EPWORTH METHODIST  
CHURCH**  
Fifth Street and Morgan Avenue  
Palmyra, N. J.  
Rev. D. Roe Haney, Minister

Epworth Church will observe New Year's or the preparation for New Year's as the principal theme Sunday. The Church School in all departments will meet at 9.45. Worship will be conducted at 11 o'clock and 7.45.

Rev. Haney will preach in the 11 o'clock service on "My New Year's Start." The choir will sing. New members will be received. The evening's program will be planned to inspire young people. A special musical program will be in charge of Mrs. Rachel Lord, using a number of our young people, while a

number of them will assist the pastor.

There will be union week of prayer services in this church. The seventh, eighth and tenth, beginning at 7.30.

Watch night services are planned to be in Epworth Church from 9 o'clock until midnight New Year's Eve.

### CARD OF THANKS

I wish to express my sincere appreciation for the many kindnesses and expressions of sympathy received in my recent bereavement, and especially to those who sent cars and flowers.

Mrs. J. H. Frehafer.

From the lowest depths there is a path to the loftiest height.—Carlyle.

WE WISH YOU A MERRY CHRISTMAS



TO ALL OUR PATRONS HERE  
WE EXTEND THE SEASON'S  
GREETINGS AND SAY A BIG  
"THANK YOU" FOR YOUR  
MANY FAVORS IN THE YEAR  
JUST PAST.

**EARLE B. HARDER**

ELECTRICIAN

306 Melrose Avenue

Palmyra

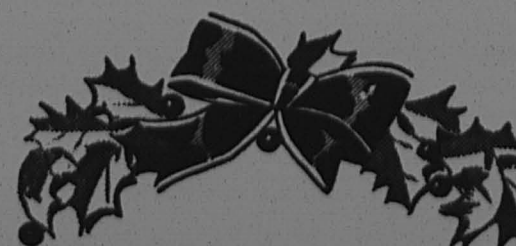


A  
MERRY  
CHRISTMAS

A  
HAPPY  
NEW YEAR

EVERYONE AT THE LAMON AGENCY  
JOINS IN WISHING THEIR FRIENDS EVERYWHERE THE  
BEST OF SEASON'S GREETINGS, AND TO SAY THANK YOU  
FOR THE MANY COURTESIES SHOWN US IN THE PAST  
YEAR.

WE ENJOY YOUR FRIENDSHIP AND APPRECIATE YOUR  
PATRONAGE.



**WALTER D. LAMON**

REALTOR—INSURANCE CONSULTANTS

516 Cinnaminson Avenue

PALMYRA



To our hundreds of friends in these communities  
we have a big wish for a

**MERRY CHRISTMAS**

and a big "Thank You" for your loyal patronage  
in the year just past.

MRS. JAMES E. WOLFE'S

**Palmyra 5c and 10c Store**

9 West Broad Street

Palmyra, N. J.



TO YOU AND YOURS THROUGHOUT  
THE YEAR  
MERRY CHRISTMAS  
FROM

**H. B. WILLIAMS**

Coal - Coke - Fuel Oil - Building Materials - Feed  
Williams' ESSO Service Stations

PALMYRA



TO OUR MANY FRIENDS HERE—  
OUR WISH FOR YOU IS A GREAT  
BIG MERRY CHRISTMAS AND A  
HAPPY NEW YEAR.

**L. G. ROGERS**

UNITED CIGAR STORE, Agent

15 East Broad Street

Palmyra



From our office to your home we  
extend the Season's Heartiest Greet-  
ings and best wishes for better things  
to come in 1941.

GEORGE F. GINTHER

J. L. LIPPINCOTT CO.

REALTORS — INSURORS

Williams-Wright Bldg.

Riverton, N. J.





Stressing the importance of individual responsibility in preserving and advancing the cause of Americanism, the American Legion, Department of New Jersey, is sponsoring the fourth annual patriotic oratorical contest for high school students throughout the state, in coordination with a National Contest.

The keen interest in this oratorical contest is exemplified by the fact that from 4,000 participants at its inception, the figure jumped to 62,000 during the current year, with forty states sponsoring elimination tests.

Over 2,000 high school students representing 240 high schools in New Jersey took part in the 1940 oratorical contest. Participants are required to deliver a prepared oration on a patriotic subject, as well as an extemporaneous address on some phase of the United States Constitution.

The American Legion has had the wholehearted interest of school authorities in this state in sponsoring this patriotic feature and the Department Oratorical Committee of The American Legion, headed by Walter I. Braybrooke, of Boonton, New Jersey, is confident of doubling the number of participants in the 1941 contest, which is about to begin, with preliminaries in the respective counties of the state.

The American Legion looks upon this activity as one of its most important contributions to Americanism and, an effective method of combating subversive influences which have invaded our school systems in certain parts of the country. This is an educational feature of merit, not only for the high school students, but also for their parents and the general public that have been attending these oratorical tests in increasing numbers each year.

#### THINGS TO WATCH FOR

Peanut-butter bread. Large bakeries all over the country will be marketing it soon, under sponsorship of the National Peanut Council, Suffolk, Va. . . . An "economy" version of the revolutionary movie sound system introduced by Walt Disney's "Fantasia," in which nine separate sound tracks were blended into a master track. The more modest version, less elaborate and less costly than Fantasound, will entail a probable \$1,500 investment per theatre for additional amplifiers and horns to give extra range and more faithful reproduction than anything we have had before in this line. . . . Some taxicabs in New York, with those sky-view tops, are equipped so the passenger can open or close the top, also the glass partition between the driver and the driver, by pushing a button. . . . others have cute electric buzzers on the back, that buzz while they are backing into a parking space—to warn the ever-present jay-walker. . . . There's a self-releasing auto bumper that automatically turns loose the interlocked bumper of another car.

Before the election the President was unable to get far from the White House because of the grave emergency. Now he is able to take a cruise on the Caribbean. We are thankful to know that the international situation has improved so much since November 5.

When we wait patiently on God and seek Truth righteously, He directs our path.—Mary Baker Eddy.

FOR  
**Last Minute  
Shopping**  
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•  
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NOON ON  
CHRISTMAS  
DAY

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Broad and Main Streets  
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A  
**MERRY CHRISTMAS  
AND A  
HAPPY NEW YEAR**  
IS THE SINCERE WISH OF

**PEEL POINDEXTER**  
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CHRISTMAS  
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AND  
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**MERRY CHRISTMAS**

That is our sincere wish for you this Christmastide.

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In this merry season there's a little wish we would like to add:

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(Members Burlington County Real Estate Board)

#### AS I SEE IT

By FRANK LEE SAYID

The well known human race does not progress upward very fast, partly because it does not profit from its experiences, but more because it does not even remember them. Biologically that is a very good thing for the perpetuation of the species—as any mother will testify upon reflection. The evidence at hand, however, deals neither with biology nor the distasteful side of the house. I am talking about so simple a thing as a man doing his Christmas shopping.

For certainly, if memory served him, he would not engage, ever, in that perennial adventure. But he does, and as one recently completing the ordeal, I hasten to record the matter by way of a signpost of warning for next year.

It all starts so innocently. Lunch on having been an agreeable affair, the day pleasant, and the urgencies of business not too pressing, I be-thought myself of the little woman and the nearness of the great American Bundle Day. An excellent time to pick up the do-dad for which she cherished a recently expressed yen. Voila!

The elevator starter was very handsome in his uniform but his feet no doubt were very tired and besides the fool questions he had been answering since early morning had brought him to a frame of mind less amiable than contemplated in the store handbook of service to which he subscribed. In any event my guess that he grunted floor eight in answer to my question was as wrong as my pre-election guess. Certainly eight does not sound like four, but even the mouth organ is affected by its pedals, I suppose. Anyhow I was off to a bad start.

Then, as always, I fancied I had a technique in attracting the attention of a saleswoman to my unhappy situation. Then, as always, I forgot that the Amazons on the war path for the day had techniques far more effective. I soon learned.

My simple plan was to fix the salesperson with my eye intently and endeavor to set up a certain psychic receptiveness and womanly compassion for the helpless male—a subtle appeal to the mother instinct which they are alleged to have. The term may, however, be ill chosen, since in the very nature of things a daughterly reaction, if any, would ensue.

The next step in my formula is to edge closer as each female patron departs. Here I use an altered expression which I can best explain as my "I-am-pinning-all-my-faith-on-you" expression. So far so good. But that is where memory does not survive the year. I invariably forget the Amazonian technique.

The Amazons are all for direct action. They sweep by me—not as one expects a gentle creature to sweep—but with the brutal rush of a fullback. And when Mr. Milque-

toast finally asks himself whether or not he is a worm and timidly deciding he is not, plaintively voices his hopes and expectations of the good saleslady, they smother his vocal efforts with their Amazonian demands.

Ye God! What go-getter salesmen they would make! Queensbury rules are forgotten, and I can testify from the experience of the day that hitting below the belt as well as in the clinches is not barred. My head, however, is bloody but unbowed and as I sit within the sanctity of my home I dare to pen this warning not only for myself but for all other males who may otherwise dedicate themselves anew to the Christmas adventure in 1941.

P.S.—My score was three floors, five departments and seven salesladies but I never found the do-dad, much less bought it.

If you're wrong in a traffic situation, you can't afford to lose your temper; if you're right—why lose it?

#### NOTICE

Riverton, New Jersey.  
The annual meeting of the stockholders of the Cinnaminson Bank and Trust Company will be held at its Banking House, on January 14, 1941, between the hours of 1 and 2 o'clock p.m., when and where an election will be held for directors to serve for the ensuing year and the transaction of such other business as may properly come before the meeting.

Howard B. Conover,  
Secretary.

#### NOTICE OF SETTLEMENT

Administrator's Account

Estate of SARAH STARK, Deceased.

Notice is hereby given that the First and Final Account of the subscription, Administrator, will be audited and settled by the Surrogate and reported for settlement and allowance to the Orphans' Court of the County of Burlington, at a session to be held on Thursday, January 8, 1941, at ten o'clock in the forenoon.

G. EDWARD THUMM,  
Administrator.  
Proctor: Ralph N. Kellam.  
Dated: December 5, 1940.  
12-5 to 1-2-41

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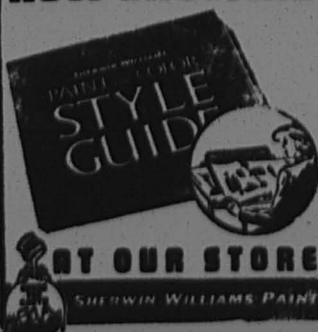
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Palmyra



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a very happy Christmas Day, and may  
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Riverton



**\*NOEL\***

A cheery greeting to all our friends and a  
big sincere

**MERRY CHRISTMAS  
AND  
HAPPY NEW YEAR**  
to you and yours

**JOHN E. McVAUGH**

CONTRACTOR and BUILDER  
Riverton, N. J.



To our many friends and patrons in  
your town we wish a sincere  
**MERRY CHRISTMAS**

**Riverside Home Laundry**

ALBERT C. BECK, Prop.



## VARSITY TAKES ALUMNI QUINTET

Grads Prove to Be No Match for Dimondmen: Rivel Is High Scorer

Showing great improvement over the opening game of the season, the Palmyra High School varsity took the Alumni into camp on Thursday night of last week, the grads being a badly beaten team at the final whistle on the short end of a 44-20 count.

The scholastics outscored their opponents by a wide margin in three periods, being outgunned only in the last stanza when the reserves were in action.

Rivel topped the field in scoring, getting five from the floor and a brace of conversions. Jack Easley paced the grads with three doubletons and as many single pointers.

### Never Headed

After a slow start, the varsity jumped into a commanding 15-2 lead as the first period ended and were in front 22-6 at the half. Mustard and Rivel, guards, displayed great agility in getting the ball off the back board, a weakness that was most pronounced in the Haddon Heights game.

Palmyra also did better with free throws, tabbing 10 out of 15. The new uniforms, worn for the first time, are wonderful to behold, being a most artistic creation of red, black and white.

	Fld.	Ft.	Pt.	T
Henson, f	4	1	1	9
Conwell, f	1	0	0	2
Mitchell, f	1	2	4	4
Rothbaum, f	0	0	0	0
Czarcasty, c	3	2	3	8
Riddle	0	0	0	0
Mustard, g	3	3	3	9

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afternoons delivered on or  
before 8 o'clock Monday  
mornings.

N. Kessell, Prop.  
RIVERTON, NEW JERSEY  
Phone, Riverton 978

Ohmberger, c	0	0	0	0
Rivel, g	5	2	4	12
Totals	17	10	15	44

	Fld.	Ft.	Pt.	T
Baker, f	0	0	2	0
Rockafellow, f	1	1	1	3
Bedlow, f	0	0	0	0
Shea, f	2	0	0	4
Landgraf, c	0	0	0	0
Rothbaum, g	0	0	1	0
Carpenter, g	2	0	1	4
Gamble, g	0	0	0	0
Easley, g	3	3	6	9
Totals	8	4	11	20
Alumni	2	4	6	20
Varsity	15	7	16	44

### ABOUT TOWN

Among the students home for the Christmas holidays is Miss Jeanne A. Leach, daughter of Mr. Benjamin A. Leach, Burlington Pike; a student at Cornell University.

Miss Leach is a freshman in the College of Agriculture at the Ithaca, New York school, and is specializing in floriculture. She is a member of the Hocky Club; the Floriculture Club; and associate member of Ker-mis, the agriculturists' dramatic society; and a pledge of Alpha Phi, International Women's Fraternity.

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Beresford and Bernard Coe, students at Earlham College, Richmond, Indiana, are spending the holidays with their parents, Mr. and Mrs. Gilbert Coe, of Thomas avenue, Riverton.

**AN OPTIMIST**  
NOTICE: Anyone having an old car and not using it, and would like to give it to a worthy person, is kindly asked to please address P. O.

Box 11, Palenville, N. Y. (Adv. appearing in N. Y. State weekly recently.)  
Quit your skidding.



## GREETINGS

TO OUR many loyal Buick friends of long standing in the Riverton, Cinnaminson, Palmyra area, to you and yours we say Merry Christmas and Best Wishes for a New Year filled with health, happiness and prosperity.

**MOORESTOWN MOTOR CO., Inc.**

SALES  SERVICE

219 West Main Street

Moorestown, N. J.



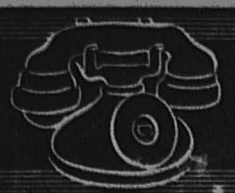
**FOR THIRTY-THREE YEARS** it has been our pleasure to wish a MERRY CHRISTMAS to everybody in these communities, and we wish it again with all the warmth and sincerity that the passing years bring to business relationships of long standing.

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
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## THE NEW ERA

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## Christmas and Freedom

The festive enjoyment of the Christmas holiday in the United States may be regarded now as a symbol of individual freedom, writes Mr. P. L. Franklin in the current issue of the National Republic, under the caption, "Christmas and Freedom." In part Mr. Franklin writes:

"The season of Christmas is approaching. It is one of the great Christian festivals which is observed all over this broad land of ours. From Maine to California, from the Canadian border to the Gulf of Mexico, as this is being written preparations are being made to observe once more the anniversary of our Savior. Nowhere is there any restriction or regimentation so far as the celebration of the Yuletide is concerned. Rich and poor alike, men of every race and creed will take part in this celebration.

"In Europe the situation is not so fortunate. In Russia, the land of Godless Communism, the celebration of Christmas is a forgotten ceremony. In other countries of the Old World the shadow of religious intolerance is creeping over the land, while even at best, in those countries where religious liberty holds full sway, full and joyous celebration of Christmas is dampened by the rigors of war, in all its hellishness, and by the fear of evil yet to come.

"In our own country the celebration of Christmas has not always been so general as it is today. In the early Puritan colonies the joyous observance of December 25 was frowned upon as something smacking of the religions of the Old World. The first Christmas day in Plymouth was spent in the building of a home for the settlers. A half century later the Puritan law provided that anyone celebrating Christmas by feasting or quitting work for the day should be fined five shillings. True, the law was repealed twenty years later but even when the Church of England established Christmas services in New England many of the Puritans refused to attend. It was not until the colonies became the United States of America that the celebration of Christmas became general in that part of the country.

"But in other of our colonies it was different from the beginning. The Dutch, in New Amsterdam, later New York, regarded Christmas as the biggest holiday of the year. The last two weeks of December were given over in some part to the preparation and the celebration of the joyous event.

"In Pennsylvania, the Germans brought with them the symbol of the Christmas tree that originated in the Rhineland, and spent the holiday both in prayer and merry making. Maryland and Virginia, where Catholics and Episcopalians predominated, had real Christmas observances. Down in Louisiana, Christmas was celebrated, too, much after the customs of France.

"At Mount Vernon in the days of George Washington there was plenty of merrymaking, but the religious rites appropriate to the holiday were carefully observed, too.

"This year when war envelops so much of the world, it is likely that the fullest and freest observance of the Christmas tide will be found in the United States. And now Christmas is not only a symbol of peace and Christianity but of religious freedom as well. Everywhere in our land the people may observe Christmas according to their own wishes and the dictates of their own consciences. For that reason it will be appropriate at this season of the year to dwell for a moment on the priceless heritage of religious freedom and tolerance which we possess, and to reproduce some of the words of wisdom from the great patriots of the nation, dwelling on this all-important blessing."

## The Big Payroll

When political analysts examine the election returns of 1940 and the break in the anti-third term tradition most of them point out the great number of people in the United States on the government payroll. Yet few people realize the exact extent of the federal "payroll" including those getting federal aid during the closing weeks of the campaign.

According to Lawrence Sullivan, of Washington, D. C., well known writer and author of "The Dead Hand of Bureaucracy," the total was more than 28,000,000 persons. Mr. Sullivan's figures were taken from official sources and therefore carry weight and command attention. They show, for example, that the federal civil payrolls for October 1940 show that there were 1,090,416 persons working for Uncle Sam in the executive, legislative and judicial departments. This number takes in a lot of people, and

the most interesting point is that this civilian army on the payroll is approximately greater by 80,000 than the entire military establishment of the United States including those in the regular army, national guard, navy, marine corps and those in the active army and naval reserves!

But even this is only a small part of the story. Those on relief work and receiving public assistance from Uncle Sam made up 7,418,580 cases aiding 16,052,000 persons. This includes old-age assistance, aid to children, aid to blind, general relief, farm security grants, CCC, NYA students, NYA non-students, WPA and PWA, the latter including federal construction only.

Those receiving pensions and contributory benefits numbered 2,209,036. Furthermore, the AAA payees numbered 5,756,240, those receiving HOLC loans 1,039,262, and FCA loans 637,897. The total number of cases, to sum up, is given by Mr. Sullivan as 19,161,200 and the total number of persons, 27,794,620.

CHRISTIAN SCIENCE CHURCH  
First Church of Christ, Scientist  
Thomas Ave. at 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 Avenue and Seventh Street,  
Riverton, open Tuesday and Friday, 2:30 to 4:30.

WESTFIELD FRIENDS MEETING  
Burlington Pike

Sunday Morning  
10 o'clock—Firstday School.  
11 o'clock—Meeting for Worship.

CHRISTIAN SCIENCE CHURCH  
"Christian Science" is the lesson-sermon subject for Sunday, December 29, in all Christian Science Churches and Societies throughout the world.

The Golden Text is: "The kingdom of heaven is like unto leaven, which a woman took, and hid in three measures of meal, till the whole was leavened." (Matthew 13: 33).

Among the Lesson-Sermon citations is the following from the Bible: "And the city had no need of the sun, neither of the moon, to shine in it: for the glory of God did lighten it, and the Lamb is the light thereof." (Revelation 21: 23).

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: "Taken in its allegorical sense, the description of the city as foursquare has a profound meaning. The four sides of our city are the Word, Christ, Christianity, and divine Science. . . . This city is wholly spiritual, as its four sides indicate" (p. 575).

Calm Soul of all things, make it mine  
to feel, amid the city's jar,  
That there abides a peace of thine  
Man did not make and cannot mar.  
—Matthew Arnold.

COST  
is a consideration

A policy of long standing is that of helping to keep the costs at a level desired by those who seek the services of the Snover Funeral Home.

We take especial care in cooperating on costs, and very often are able to offer expense-saving suggestions.

• AIR CONDITIONED •

The  
Snover Funeral Home  
Incorporated

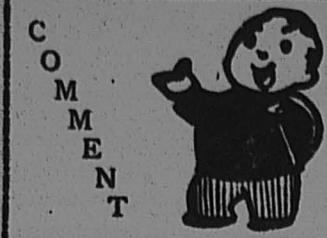
313 E. Broad St., Palmyra, N. J.  
Phone—Riverton 830

*A Last Minute Inspiration—*



Somebody you forgot? An appealing remembrance during the Holiday Week? A cheerful note for a little party? When you prepare cookies with your own hands and wrap them up in their prettiest—big boxes, gay paper, and a lot of stickers—you are giving in the best tradition. Your time, thought, and energy go with your gift and spell "friendship". Prepared on a CP Gas Range, you can be sure that your cookies and cakes will bring you many a compliment.

**PUBLIC SERVICE**



## Paying More Taxes

The fact has been repeated so often, that the consumer pays the taxes, most everyone in the country ought to realize that this is true. For example: the Automobile Club of New York announced the other day that taxes on one single item—gasoline—would amount to approximately \$1,160,000,000 for 1940. This is an increase of \$130,000,000 over what was collected in 1939. This gain can be accounted for in a goodly part by the fact that in the latter half of the year—since July 1—the federal tax on gasoline has been raised a half cent per gallon. It is estimated that this tax "hike" by the federal government will result in an increase in collections of \$55,000,000 during the last six months of the year. Thus more than 40 per cent of the increase in gas tax collections this year is accounted for.

Now it should be recalled that this one and one-eighth billion dollars in gasoline taxes is contributed not by the idle rich, not by the Standard Oil interests and others who produce the gasoline but by the fellow who



TUESDAY (ONLY)—Dec. 24  
BIG HOLIDAY SHOWS  
JEFFREY LYNN  
BRENDA MARSHALL

in  
"MONEY AND THE WOMAN"

—Ladies Please Note—  
Only One More Week to Complete Your Set of "MEXICALI"

XMAS DAY and THURSDAY  
December 25 - 26  
Continuous Shows  
Xmas Day

TYRONE POWER  
THE MARK OF  
ZORRO  
LINDA DARNELL  
BASIL RATHBONE

EXTRA—XMAS CARTOON  
(in Technicolor)

FRIDAY and SATURDAY  
December 27 - 28

JEANETTE  
MAC DONALD  
EDDY  
GLORIOUS TECHNICOLOR  
BITTER SWEET

SUNDAY and MONDAY  
December 29 - 30  
Another Big 3½ Hour  
Family Show  
Sunday Afternoon

Permanent screen  
Barbara Lander  
Robert Preston  
Fay Wray  
MOON OVER BURMA

Added—"SOAK THE OLD"  
(Crime Doesn't Pay)  
Also: "Patient Porky" Cartoon  
Extra—Full Length Feature  
Sunday Afternoon  
"MYSTERY SEA RAIDER"  
with Carole Landis



To you, and you and YOU  
we extend best wishes for a very  
MERRY CHRISTMAS  
and HAPPY NEW YEAR

H. D. HULLINGS & SON

PLUMBING - HEATING - ROOFING

RIVERTON



GREETINGS

May Christmas and the New Year  
bring you and yours  
HAPPINESS, HEALTH and  
PROSPERITY

CURTIS STAVELY

CONTRACTOR and BUILDER

PALMYRA



To everybody we say a most sincere  
MERRY CHRISTMAS  
AND MANY  
HAPPY LANDINGS IN 1941

PALMYRA AIRPORT

ROBERT SNOVER, Prop.



To our many friends and customers, we  
extend our very best wishes for a most  
MERRY CHRISTMAS  
AND A  
HAPPY NEW YEAR

BELLEVUE GARAGE

PONTIAC  
Sales and Service

EAST RIVERTON

SAM CIPOLETTI, Prop.



A sincere wish for a very  
MERRY CHRISTMAS  
to our friends everywhere

HILTON M. SMITH

QUALITY FUEL OIL - METERED DELIVERY

RIVERTON



To all of you whom we have faithfully  
endeavored to serve for many years—  
a very

MERRY CHRISTMAS

WM. B. BISHOP

PLUMBING - HEATING - ROOFING

601 Linden Avenue

RIVERTON



Merry Christmas

AND BEST WISHES FOR  
HAPPINESS and PROSPERITY  
IN THE NEW YEAR

Henry A. Dreer, Inc.

Building Gardens Beautiful since 1838



## Church Notices

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Broad Street and Morgan Avenue  
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Remember the good old days when the average youth smoked corn-silk cigarettes until he was old enough to vote?

**FRESH EGGS  
and PRODUCE**

**J. M. HUDGINS, JR.**  
Riverton 641 Free Delivery



TO ALL our patrons in these three communities, we wish you a very

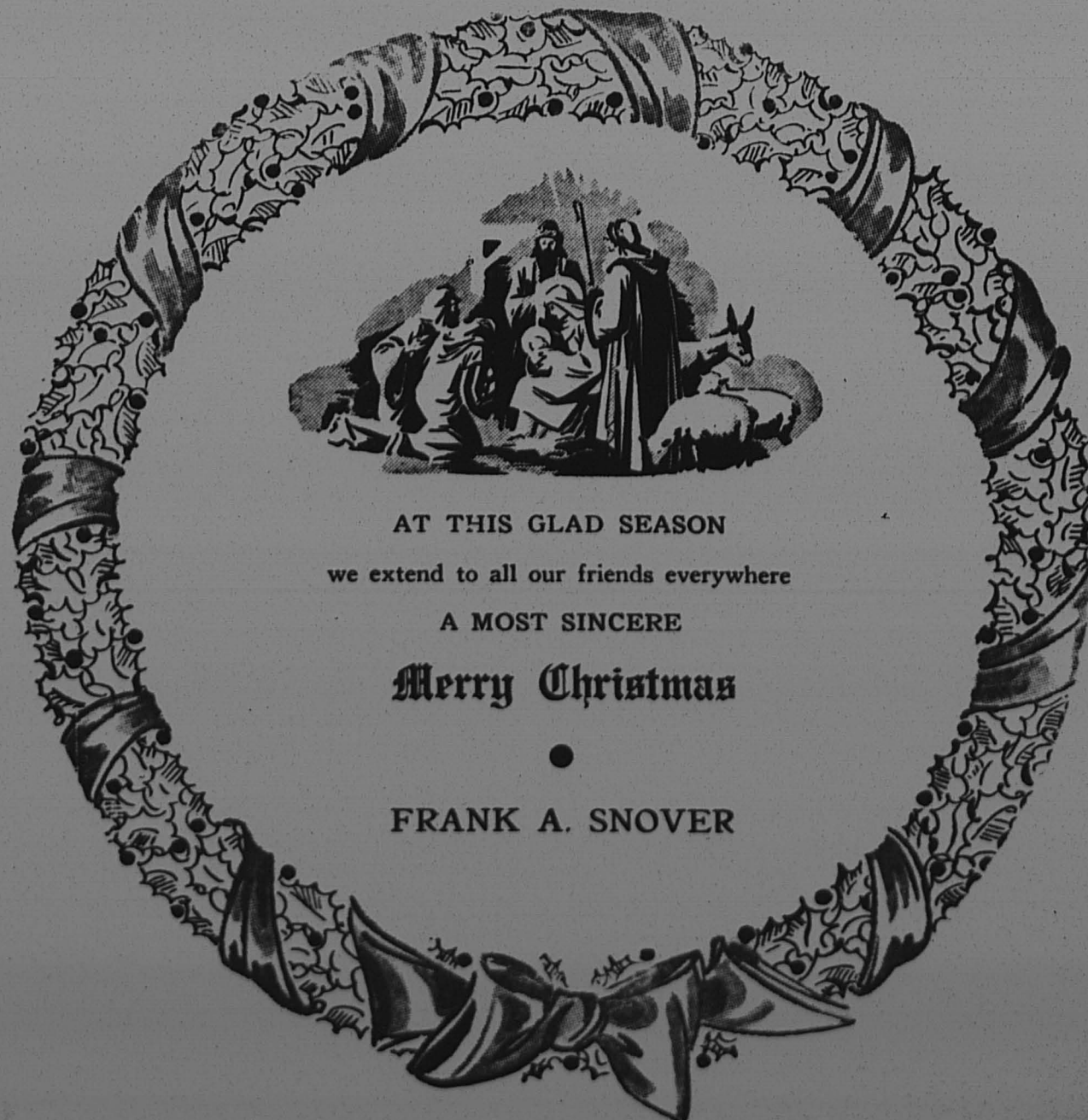
**MERRY CHRISTMAS**

AND A

**HAPPY, HEALTHFUL NEW YEAR**

**Riverton & Palmyra Water Co.**

PALMYRA, N. J.



**Peace on Earth**

"War shall cease between the nations, and by the will of God the Most Great Peace shall come."

**WILL BOWEN**

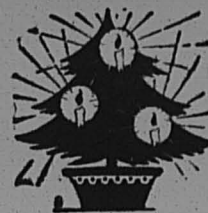
Riverton



A VERY  
**MERRY CHRISTMAS**  
AND A  
**HAPPY NEW YEAR**  
is the wish of all at the

**TAK-ABOOST SHOP**

ARTHUR BOWKER, Prop. PALMYRA  
13 East Broad Street



**GOOD CHEER**

good luck and many happy days  
be yours—is our Holiday wish  
for all.

**LESLIE W. REEVES**

GEORGE W. ROGERS, Inc.

REALTORS

INSURANCE SPECIALISTS

529 Cinnaminson Avenue Palmyra



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from  
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To all our friends we say

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**EMERSON WOLFSCHMIDT**

and

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BARBERS

**RIVERTON**

**NORGE**

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COLUMBIA RECORDS  
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R.C.A. ZENITH  
EMERSON and  
FARNSWORTH RADIOS

**C. WARD LOWDEN**

514 Cinnaminson Avenue

PALMYRA

Telephone 717

THE MANAGEMENT  
OF THE

**PALMYRA  
BOWLING  
ALLEYS**

WISHES YOU A  
**MERRY CHRISTMAS  
AND  
HAPPY NEW YEAR**

OPEN ALLEYS ALL WEEK



To our friends everywhere  
we say sincerely  
**MERRY CHRISTMAS  
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**FRANK BUA**

521 West Broad Street Palmyra



TO—

all our friends both old and new  
we wish you and yours a very  
**MERRY CHRISTMAS**  
and a New Year filled with Health,  
Happiness and Prosperity.

*Betty Peety Beauty Studio*

519 Cinnaminson Avenue  
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A MERRY CHRISTMAS  
AND A  
**HAPPY NEW YEAR**

is the sincere wish we have for you this holiday season. We appreciate your loyal support throughout the past year and will ever strive to merit your continued friendship and patronage.

**J. S. COLLINS & SON, Inc.**

'blue coal' - Coke - Lumber - Hardware - Paints

Feed - Masons Materials

**RIVERTON**



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AND  
HAPPY NEW YEAR**

**SCHNEIDER'S  
Atlantic Service**

Broad and Morgan Avenue

Palmyra

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**MERRY  
CHRISTMAS**

**W. REX  
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REAL ESTATE  
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ship. The Fellowship is also taking charge of the party for the older part of the Sunday school the same evening at 7:30. They are presenting an adaptation of an old German folk play for Christmas, "The Shoemaker and the Elves." After the play there will be group games and the distribution of Christmas candy.

Remember the good old days when the average youth smoked corn-silk cigarettes until he was old enough to vote?

**FRESH EGGS and PRODUCE**  
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Riverton 641 Free Delivery



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**MERRY CHRISTMAS**  
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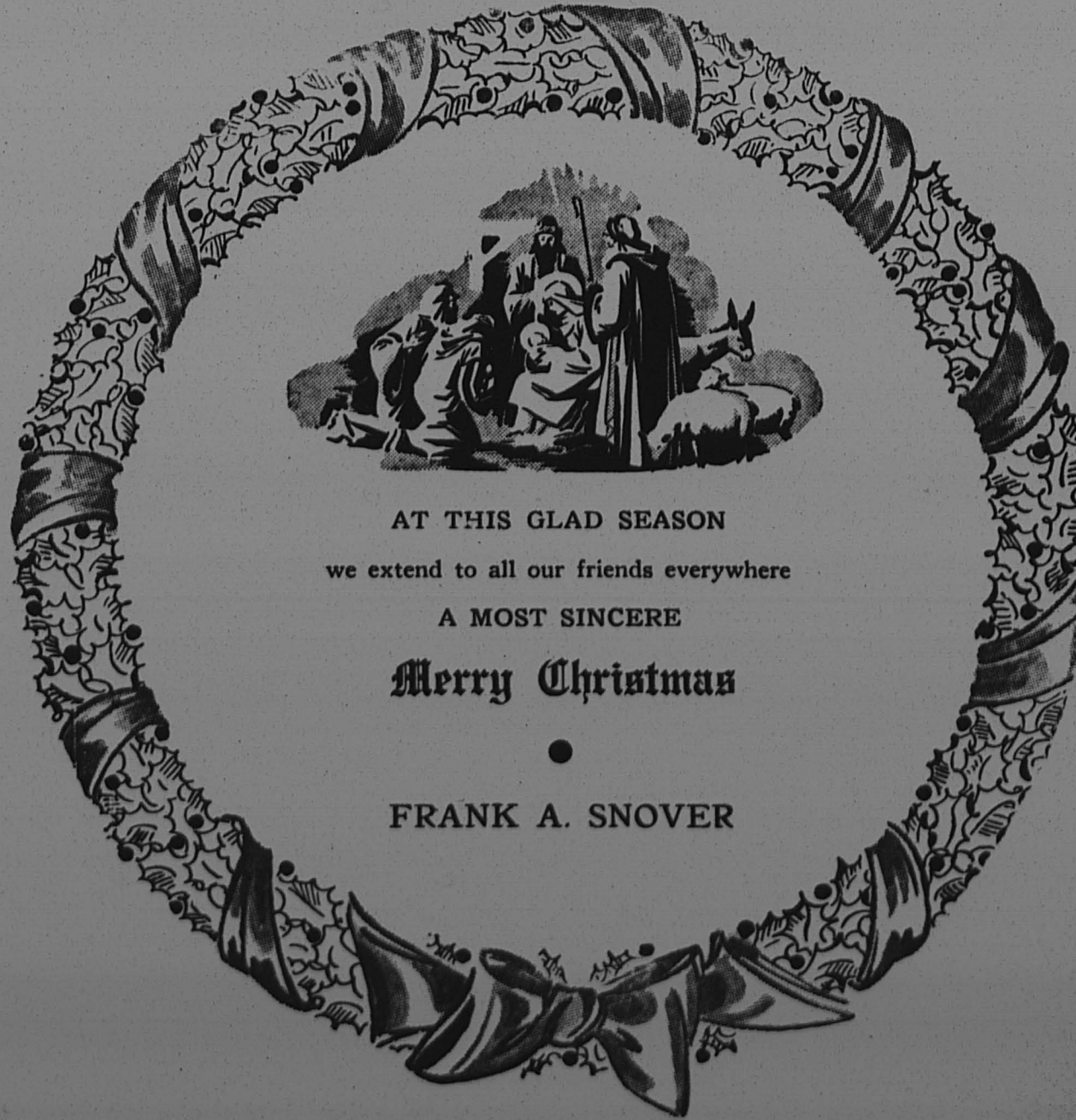
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AT THIS GLAD SEASON  
we extend to all our friends everywhere  
A MOST SINCERE  
**Merry Christmas**  
FRANK A. SNOVER

### Peace on Earth

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Riverton



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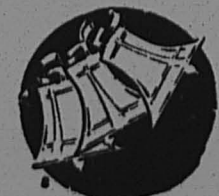
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### NORGE

APPLIANCES  
VICTOR RECORDS  
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R.C.A., ZENITH  
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Stult's Mrs. Elsie Hughes, soprano, will be the soloist. Visitors are cordially welcome.

B.Y.P.U., 6:45 p.m.—The choir will offer an unusual treat at the evening service by rendering the following all-Christmas musical program under the direction of Claude Barto.

Anthem, "Christians Awake" by Maunders.

Tenor solo and chorus, "O Holy Night," Adam.

Soprano solo and chorus, "From Galilee a Mother Came," O'Hara.

Duet and chorus, "Above the Town of Bethlehem," Moore.

Quartet, "The Holy Night," Mueller.

Anthem, "Hark! What Mean Those Holy Voices," Colman.

Baritone solo and chorus, "The Infant Child," Pietro A. Von.

Anthem, "Let Carols Ring," Black.

Anthem, "Glory to God," Rogers.

Come out and bring your visitors and friends.

Don't miss the Christmas party on Friday evening, the 27th. This party is planned for you, no matter how old or young you are.

THE MANAGEMENT  
OF THE  
**PALMYRA BOWLING ALLEYS**  
WISHES YOU A  
**MERRY CHRISTMAS**  
AND  
**HAPPY NEW YEAR**  
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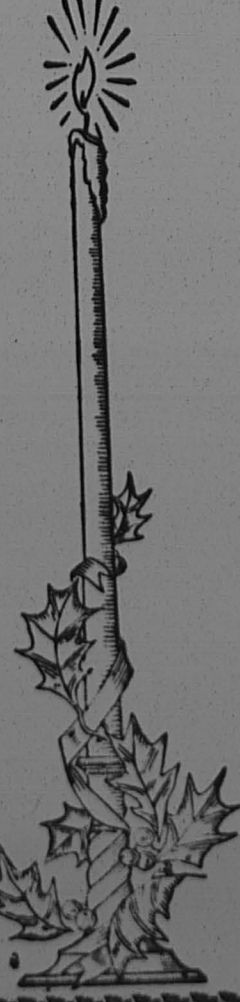
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## THINGS TO WATCH FOR

Square milk bottles—not cardboard ones, but glass. Latest sortie in the battle of the glass bottle industry to hold the milk trade, these are said to effect a 39 per cent saving in space, 20 per cent in weight, and can be used on standard filling and sterilizing machines . . . Pocket flashlights that can be recharged by plugging into an ordinary electricity

outlet—because they use storage battery instead of customary dry cells; a special design prevents spilling battery water . . . Glass airplane wings! Well, not solid glass, but fine-spun glass fabric is proposed as wing covering . . . Glass fiber also is coming into use importantly as tape for electric wire insulation—it won't burn out as happens so frequently with ordinary electric cords on irons and toasters . . . An elec-

tric coffee-maker with a built-in switch that automatically shuts off the current when the water passes into the upper bowl . . . Canned French-fried potatoes . . . Chewing gum using southern pine pitch as a base instead of the hard-to-get chicle from Yucatan.

## ABOUT TOWN

The winner of the Sacred Heart P.T.A. Miscellaneous Club for December 11 was Mrs. Joseph Grant of East Riverton.

Mrs. George Dadino, of Palmyra, was the winner of the Sacred Heart Miscellaneous Club for December 18th.

The Sacred Heart P.T.A. sponsored a Christmas Party for the school children Friday, December 20th.

Christmas songs were sung by the children and music played by the Rhythm Band. Santa Claus presented the children with candy and tangerines.



THE  
SEASON'S  
GREETINGS

from us  
to  
YOU

SHULMAN'S  
DEPT. STORE  
PALMYRA



to all  
Our Friends  
in these  
Communities  
and  
HAPPY NEW  
YEAR  
TOO

KOERNER'S  
BAKERY  
PALMYRA

WE WISH A

Happy Christmas

to our many friends, and you will be assured of economical comfort with our Finest Grades of Fuel Oil and Premium Anthracite Coal—  
"It goes farther and heats longer"

J. T. Evans Co.  
RIVERTON  
302

## FOR RENT

### ROUTE 25

Near Highland Avenue, 6 Rooms and Bath. Excellent condition. Garage. Possession January 1st. \$35 per month.

### Washington Avenue

900 Block, 6 Rooms and Bath, Oil Burner. \$40 per month.

### Main Street

Near Broad, Riverton, 7 Rooms and Bath. Good condition. \$28 per month.

To all our friends everywhere we extend our best wishes for a very Merry Christmas and a Happy New Year.

RAYMOND WARNER  
REALTOR

Fifth and Cinnaminson

Phone Riverton 6

Palmyra



THE MANAGEMENT AND  
THE ENTIRE PERSONNEL OF

"JACK" DAWLEY, Inc.

join in one big unanimous wish for a very

Merry Christmas

to you and yours this Christmastide

"JACK" DAWLEY, Inc.  
OLDSMOBILE

Sales and Service

10 Broad Street

Riverton

# PHILA. MARKET HOUSE

BROAD and GARFIELD AVE.  
FREE DELIVERY

PALMYRA, N. J. Phone 1300

We Wish Everyone  
a Very  
MERRY CHRISTMAS

Fancy Fresh RIPE  
CRANBERRIES lb 19c

Fresh Full Podded  
LIMA BEANS 2 lb 29c

NEW CALIFORNIA  
RED BEETS bunch 5c

Fine Quality Yellow  
TURNIPS 4 lb 10c

FANCY TOKAY  
GRAPES 3 lb 25c

FLORIDA  
ORANGES 2 doz. 25c  
For Juice

SWEET  
TANGERINES, 2 doz. 25c  
Large Size - doz. 19c

HARDING'S SWEET CREAM  
BUTTER  
FARM ROLL  
lb 39c

STRICTLY FRESH  
BROWN SHELL EGGS  
doz. 39c

Beech-nut or Tartan  
COFFEE lb can 25c

California ENGLISH  
WALNUTS lb 25c

Canada Dry Carlton Club  
GINGER ALE  
3 large bottles 25c  
Dozen 90c - Plus bottle deposit

BIRDS EYE  
PEAS or LIMA BEANS  
box 23c

Please Note: Don't do any guess work. Each Paramount Turkey carries a 100% Guarantee to be most tender and delicious or money refunded. The finest in the land and fresher by days. There is a difference . . .

PARAMOUNT FARMS  
Nearby

TURKEYS  
lb 33c

11 to 23 lb - Short, Plumb, Meaty

Swift's Premium or Star DeLuxe  
GENUINE SPRING

LEGS OF LAMB  
lb 27c

(5½ to 7 lb average)

VOGT'S TRIPLE TENDER or  
ARMOUR'S STAR

HAMS  
lb 21c

Fully Cooked - Ready to Serve  
Shank Half - 5½ to 6½ lb average

FANCY LARGE  
SMELTS lb 23c

KNOW

## A Bank's Investments

AFTER a bank has taken care of its demands for sound loans it invests any available additional funds in high grade bonds so that this money will be profitably employed.

In making investments the bank must always keep in mind that its primary obligation is to safeguard its depositors' money, and be prepared to return it whenever the depositors want it. For this reason, in purchasing securities, the first consideration is the safety of the money invested. The second is liquidity—that is, that the investment may be readily sold without loss. The third is yield or income from the investment.

In buying bonds large banks have investment departments which devote their entire time to analyzing securities to determine those most desirable for the bank to purchase. Small banks have access to this information through correspondent bank relations.

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

Member Federal Deposit Insurance Corporation

YOUR BANK