

DECEMBER

307
U. S. WAR SAYINGS
BONDS AND
STAMPS

THE NEW ERA

RIVERTON :: PALMYRA :: CINNAMINSON



WE WOULD LIKE
to know how
many of you
are doing
in the war
and what
you are doing
for it.

50th Year, No. 41

THE NEW ERA, THURSDAY, DECEMBER 7, 1944

PRICE FIVE CENTS

Since our family has increased 25 per cent in the past 10 years.

The 1944-1945 tax season is upon us and with it the need for more money. The average family will need an increase of \$1,000 over what it had in 1943 to keep its standard of living at the war's outbreak.

CHICKEN



COURT SCHEDULE

The Palmyra High School basketball team is scheduled to play the following games:

December 14, on the floor of the operation. Palmyra has entered the Burlington County Scholastic League, which is composed of five teams in addition to the locals, namely, Princeton, Mt. Holly, Moorestown, Riverdale and Pemberton.

Schedule

The complete schedule follows:

Thursday, December 14, Camden Vocational, Away.
Friday, Dec. 15, Florence, Home.
Monday, Dec. 18, Florence, Away.
Wednesday, Jan. 3, Mt. Holly, Home.
Friday, Jan. 5, Pemberton, Home.
Tuesday, Jan. 9, Camden Catholic, Away.
Friday, Jan. 12, Moorestown, Home.
Wednesday, Jan. 17, Riverdale, Home.
Friday, Jan. 19, Burlington, Away.
Tuesday, Jan. 23, Camden Voca-tional, Home.
Friday, Jan. 26, Merchantville, Away.
Tuesday, Jan. 30, Bordentown, Away.
Friday, Feb. 3, Moorestown, Away.
Tuesday, Feb. 6, Camden Catholic, Home.
Friday, February 9, Merchantville, Away.
Monday, Feb. 12, Mt. Holly, Away.
Wednesday, Feb. 14, Riverside, Away.
Friday, Feb. 16, Burlington, Home.
Friday, February 23, Pemberton Away.
Tuesday, Feb. 27, Bordentown, Home.
Burlington Co. Scholastic League.

NEW RULING BARS FREE PAPERS TO SERVICE MEN

Due to further limitations in the use of newspaper, weekly papers using a certain tonnage per quarter are now restricted from sending copies free to men in the armed forces.

Under the new regulations, a weekly is permitted to use an amount of paper equal to that previously re- quired for copies "sold to United States Armed Services personnel on a subscription basis."

As a result of this ruling, The New Era has been compelled to discon- tinue sending free papers to service men and women. This is a W.P.B. order and we have no choice in the matter.

Due to certain factors, however, it is possible to accept a few subscrip- tions for service men at \$1.50 per year.

The new ruling does NOT affect paid subscriptions already in effect.

MAIL EARLY

Public response to the Post Office Department's campaign is good but needs to be better, according to Postmaster General Frank C. Walker.

"Extraordinary wartime conditions face us," Mr. Walker said. "We have more people buy and mail this month the Postal service cannot do its job of delivering all Christmas gifts on time."

"It is not pleasing to us to have to ask the American people to mail packages so far in advance of the delivery date. We do so only because it has to be done. The job is a tremendous one, but we are confident that it will be done because we know from experience that given sound reasons Americans cooperate willingly."

"Unprecedented shortages of man power and transportation facilities growing out of the war compel early mailing. The Postal Service has given 50,000 experienced employees to the armed forces and 300,000 railroad workers have gone to war. Equally serious is the fact that rail and other transport facilities are hard to the limit with the great burden of war traffic which all of us know must take precedence."

"In a great number of our 43,000 post offices the man power situation is critical. The 200,000 extra workers whom we normally recruited to handle the swollen Christmas volume of mail were able to work long hours of overtime and to do heavy work. This cannot be expected from the women and high school boys and girls to whom in large part we must look this year to meet the situation."

"The way in which everyone responded in making it possible for us to handle a volume of 70,000,000 parcels for the armed forces overseas leaves no doubt in my mind that the November Christmas mailing will be equally successful. I ask for the help of the press, radio, business ad- vertisers, civic group and all Ameri- cans in making it possible for the Postal Service to do its work."

"We urge everyone to buy now, mail in November and mark gifts 'Do Not Open Until Christmas.'"

BLOOD DONORS

The Red Cross Blood Donor Headquarters, formerly 1434 Walnut Street, has been moved to 119 North Broad street, above Arch. Hours are from 9 a.m. to 9 p.m., Monday to Friday, 10 a.m. to 5 p.m. on Sat- urday. Phone Rittenhouse 4427.

CHARTERED GRANTED TO V.F.W. POST HERE

At a meeting held Sunday, of State and County Officers of the Veterans of Foreign Wars of the United States, Dept. of New Jersey, Com- mander Higgins Dist. II announced that Tri-Borough Post No. 1931 of Riverton-Cinnaminson and Palmyra, New Jersey, after County State and National Department approval had been granted a charter in the Veterans of Foreign Wars of New Jersey.

A meeting of the Organization Committee will be held this Friday evening, December 8th, to plan for the election of officers, monthly meet- ing date, installation of officers and program of the institution.

Cards have been sent to the mem- bers of the Committee giving time and location of the meeting. The members of the Post are vet- erans of three wars, that have served in every country the flag of the United States has been carried in combat against our enemies. Vet- erans in which a medal has been awarded, are eligible for mem- bership.

The organization is known as Am- erica's Old Guard, and the slogan of the post is "Service Above Self."

Their participation is an uplifting love of country, loyalty to its institu-

SCRAP COLLECTION

Sunday, December 9
Lumber and film wastes, both sides of trash.
Cross streets between these two highways:
First
Second
Fourth
Fifth
Sixth
Seventh
Eighth
Ninth

NO CIGARETTES

According to numerous complaints of customers, the cigarette supply in Riverton and Palmyra was a total blank on Tuesday night of this week, with little prospect of improvement for several days.

Many were "rolling their own," with rather pitiable results. The rush to cigars resulted in these being sold two to a customer. Pipe tobacco was still available and chewing could be had, in addition to snuff, the latter having few takers. This situation, according to many, will cause them to push their usual New Year's resolutions ahead a few weeks.

RED CROSS MEETING

The regular monthly meeting of the local Red Cross Branch will be held Wednesday, December 13, at the Riverton Public School. Reports of the various committees are heard at this time and future plans dis- cussed.

INDUCTED

The following men from this sec- tion were inducted during Novem- ber:

Army
Charles L. Bortner, Maple Shade
George H. Conn, Maple Shade
William R. Good, Riverton
John F. Murphy, Maple Shade
Raymond E. Potts, Palmyra
Navy
Donald H. Choyce, Riverton
James E. Robey, Maple Shade

SENIOR PLAY

"The Class of '43" will present "Pride and Prejudice," an 18th cen- tury sentimental comedy on Friday and Saturday, December 8 and 9, in the Palmyra High School Audi- torium. The admission price is 40 cents.

The story of "Pride and Prejudice" first published in 1813, was written by Jane Austen when she was but 21 years old. The story centers around Darcy, blinded by prejudices characteristic of the class prejudices of the day, and Elizabeth, held back by her unconquerable pride.

The leading roles of Darcy and Elizabeth are played by Don Taylor of Riverton and Pat Buckley, of Palmyra. Other students taking part in this production, which is under the direction of Miss Edna K. Ziegler, are Ted Rapp, Milton Bernard, Joan Wheeler, Albert Parker, Julia Burth, Lois Meyer, Bella Taylor, Larry Hewitt, Tom Gehring, Doris Haines, Lloyd Major, Pat Nash, George Wiegand, Eleanor Bauerwin, Sylvia Walter, Elaine Friday, Joan Hearn, Tom Lanning and Eleanor Haines.

The curtain will rise promptly at 8:15 p.m.

Chemical contributions are aiding the farmer in the increasing task of food production—with chemicals al- lying in the war against waste from insects and disease, and in stimu- lating production of crops through ni- trogen fertilizers.

CARNAUT NOW AT LONG ISLAND HOSPITAL

Sergeant Robert Carnaut, son of Mr. and Mrs. John Carnaut of Riv- erton, wounded during the war, is expected home last week, get as far as St. Albans Hospital, near Jamaica, Long Island, due to crowded condi- tions at the Longier Island Hospital in Philadelphia.

DONATIONS LAG

With the celebration of its first anniversary behind it, the Riverton Memorial Post has swung into its second successful year with the un- necessary steps to incorporate as a permanent organization under the laws of the State of New Jersey. This action was taken to give the Post proper legal protection in the own- ership of real estate it now possesses or may take over in the future.

In addition to its permanent incor- poration, the Post also reorganized its program to speed the completion of the Riverton Honor Roll which has lagged somewhat recently due to the slowness of incoming dona- tions. However, the Post has been greatly encouraged by the offer of one public spirited citizen to lend all current obligations while other steps are now being taken to obtain the necessary funds to complete the Honor Roll.

The forthcoming Christmas party of the Post which will be announced to members within the next few days promises to bring forth some inter- esting surprises in the form of a new and pleasant evening for the men- derbary at which formal and final plans for a second drive for new members will be inaugurated.

Members of the Riverton Memorial Post are also planning to complete a survey on the question of juvenile guidance for the community with the hopes that this survey may lay the ground work for a long term pro- gram which will be beneficial to the town integral. Further announce- ment of this program will be made following the advice given to the Committee by a leading publisher whose magazines have just finished a nation-wide survey of the problem in thousands of communities.

The many friends of Fred P. Hemphill, Lippincott avenue, Riv- erton, will be glad to know that he is convalescing from a serious illness in Burlington County Hospital, Mt. Holly.

Miss Marilyn Yost, a sophomore at Beaver College, Jenkintown, Pa. spent Sunday at the home of her parents on Thomas avenue, Riverton.

BAND PARENTS CLUB ARRANGES PARTY

Games, prizes galore, eats and Ban- di Claus with a bag full of gifts will all be on hand Monday evening at the Palmyra High School. For on December 11th at 8 p.m. in the Caf- eteria (it will be warm this year, folks) the Band Parents Club will give their annual Christmas Party for the High School Band. All parents are urged to attend this affair.

Mrs. Kenneth Davis, president of the club with the help of her com- mittees has planned a gala evening of fun and frolic. Mrs. Myron Ed- wards and Mrs. Dwight Tuttle promise continuous games for young and the not-so-young set. Mrs. Rob- ert Young is in charge of the eats. Need we say more?

Hopes and ideals, eagerness to defend it against all enemies, undivided al- iance to the flag and a desire to secure the blessings of liberty to our- selves and posterity.

DE MOORE'S BOOK
 Every day the news
 about the state's affairs
 has to be read in the

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PRICE FIVE CENTS

**CHEATERS NOW AT
LONG ISLAND HOSPITAL**

er, wounded Marine, who was evacuated home last week, got as far as St. Albans Hospital, near Quebec. Long Island, the 10 wounded soldiers at the Longue Point Hospital.

Be Significant Curbak is available to
 create lasting, long working life potential
 with your team at the hospital, the clinic
 where they have your team in a better
 period.

DONATIONS 146

With the celebration of its five anniversary behind it, the International Memorial Fund has entered into its second successful year with the assurance that it has taken the necessary steps to incorporate as a permanent organization under the laws of the State of New Jersey. This

In addition to its permanent incorporation, the Post also reorganized its program to speed the completion of the Riverston Honor Roll which has lagged somewhat recently due

to the show-up of increasing contributions. However, the Post has been greatly encouraged by the offer of one public spirited citizen to meet a part of the Post's sufficient funds to meet a current obligation while other citizens are now being taken to obtain the necessary funds to complete the Honor Roll.

The forthcoming Christmas at the Post which will be announced to members within the next few days promises to bring forth some interesting surprises in the form of a most pleasant evening for the members and a special Christmas party on the balcony at which formal and informal plans for a second drive for members will be inaugurated.

Members of the Riverston Men's Club are also planning to conduct a survey on the question of providing guidance for the community with the hopes that this survey may help to ground work for a long term project which will be beneficial to the town integral. Further announcement of this program will be made.

Following the advice given to the Committee by a leading publisher whose magazines have just finished a nation-wide survey of the problem in thousands of communities.

Miss Marilyn Yeast, a sophomore at Beaver College, Jesholtown, spent Sunday at the home of her parents on Thomas avenue, Riverton.

**BAND PARENTS CLUB
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**CAPTAIN HOW AT
LONG ISLAND HOSPITAL**

Sergeant Robert O'Leary, son of Mr. and Mrs. John O'Leary of Brooklyn, wounded Monday, who was on active service last week, but is now at St. Albans Hospital, near Philadelphia, Pa., is being treated at Long Island, due to wounds on the back of the head.

At Philadelphia.

If Sergeant O'Leary is unable to come home this week, his parents will visit him at the hospital. The O'Learys have spent time in a hospital.

DONATIONS LAG

necessary steps to incorporate as a permanent organization under the laws of the State of New Jersey. This action was taken to give the Port of New York and New Jersey proper legal protection in the ownership of real estate it now possesses or may take over in the future. In addition to his permanent income.

portions, the Post was reorganized its program to speed the completion of the Eisenhower Honor Roll which has lagged somewhat recently due to the slowness of incoming donations. However, the Post has been greatly encouraged by the offer of one public spirited citizen to head the Post sufficient funds to meet a

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all be on hand Monday evening in Claus with a bag full of gifts. The party will be held at the Palmyra High School. For tickets (it will be warm this year, folks) the Band Parents Club will give the annual Christmas Party for the High School Band. All parents are urged to attend this affair.

Mrs. Kenneth Davis, president of the club with the help of her co-waitresses has planned a gala evening of fun and frolic. Mrs. Myron Davis and Mrs. Dwight T. Davis in promise continuous games for young and the not-so-young set. Mrs. F. E. Young is in charge of the entertainment. Need we say more?

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A&P
SPECIAL MARKETS
RED STAMPS
BLUE STAMPS
AS TO 23
AS TO 25
AS TO 32
AS TO 35

ORANGES

FLORIDA - 176 SIZE
Doz. 34c
Grapefruit 30 Size
3 for 17c
Tangerines 20 Size
Doz. 35c

Spinach 11c
Apples 3 - 27c
Radishes 2 - 9c
PEAS 23c
BEANS EYE SPINACH 25c
BEANS EYE CHOP SUEY 30c

Evaporated Milk 3 - 26c
Nectar Tea 34c
Grapefruit Juice 29c
Apples 19c
Apple Juice 32c

SUNNYFIELD "ENRICHED" FLOUR
PASTRY
23c 42c 22c 41c

Frying Chickens 43c
Ground Beef 25c
Scotch Beef 29c
SHOULDER OF VEAL 26c
BREAST OF VEAL 20c
SMOKED BEEF TONGUES 30c
LEANER BEEF 35c
BAKED LOAF 19c
HERN GENUINE DILL PICKLES 3c
SHRIMP 35c
SLICED HALIBUT 40c
SMOKED COD FILLETS 37c
JERSEY BUCK SHAD 13c

For Coffee With Richer Flavor!
BOKAR 2 51c
Red Circle 2 47c
Light O'Clock 2 41c

AUNT JENNIE'S PANCAKE FLOUR 12c
BLUE ROSE FANCY RICE 22c
PEA BEANS 19c
NARROW BEANS 27c
LARGE PRUNES 31c
MEL-O-BIT CHEESE 29c
SCATCH REMOVER 21c
DIV. HAND CLEVER 16c
A PENN MOTOR OIL 15c

BREAD 11c
Pound Cake 19c
Coffee Cake 22c
Pound Cake 19c
FRUIT CAKE 24c

About Town

Miss Suzanne Lister, daughter of Mr. and Mrs. Carl Lister, of Jersey City, N. J., is visiting in the home of Mrs. Anna Dwyer, 601 South Jersey, Palmyra, to see for the first time the new home of the Burlington County Hospital.

Col. and Mrs. Robert K. Conrad of Windy Hill Farm, South Shore, Kentucky, celebrated their 25th wedding anniversary on Wednesday, December 7, at their home, 28th at the home of their daughter, Mrs. William Scott McKel, of Chiltonville, Ohio.

The regular business meeting of the Board of Directors of the Palmyra Board of Education will be held on Friday, December 11th. A representative of the Board of Education will give a talk entitled "Our Age and Heritage."

FOX
BUY A BOND HERE
FREE TICKET
GALA WAR BOND PREMIERE
Friday and Saturday, Dec. 8-9

RAINBOW ISLAND
A 3000 Sq. Yard
of Fun and Thrills
Sunday and Monday, Dec. 10-11

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WOMEN IN BONDAGE
with
Bill Henry
Thursday, Dec. 14
The Regency Theatre
Palmyra, N. J.

Christmas

BROADWAY THEATRE
RAINBOW ISLAND
A 3000 Sq. Yard
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Friday and Saturday, December 8-9

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JOHN H. ETRIS
37 W. Broad St.
Palmyra, N. J.
Phone Riverton 0978

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GROCER-CONSUMER
ANTI-INFLATION
CAMPAIGN

Pointing out that "the most important and urgent job for consumers and merchants in the months ahead is to use that we carry into the post-war reconstruction period a sound and stable economy," T. Curran Ryan, Chairman of the Federal War Price and Rationing Board, announced today the launching on November 15th of "one of the most ambitious educational campaigns of the war" by the Community Service Panel, the Price Panel and the local grocers.

The objective of the program, which is part of a national Grocer-Consumer Anti-Inflation Campaign, is to warn consumers and local retailers that the closing phases of the war and post-war period will bring increased inflationary pressure.

The importance of holding the price control line will be emphasized for consumers through many media, Mr. Ryan explained. Newspapers, magazines and radio will carry advertisements by national food advertisers, and statements by grocery

trade associations and government officials. The core of the program will be a display in every grocery store, consisting of streamers, posters, and window cards. The OPA and national food trade associations have cooperated in distributing "display kits" to all grocery stores.

The store displays will be centered about the display and use of the OPA ceiling price lists on groceries, meats, fresh fruits and vegetables, and eggs. One of the display pieces is a colorful strip to be placed over the ceiling price list. It says, "Our Ceiling Price List. We Post It . . . You Check It. If you have any questions about our prices, please ask us."

Community Service Panel Members and Price Panel Members of the local board will cooperate to carry on a program of meetings and speeches bringing the price control message to community groups.

Beware of CARBON MONOXIDE
Carbon monoxide, a deadly gas which is contained in exhaust fumes, is a menace against which every motorist should be on guard during cold

weather months when car windows are closed for warmth. Having no color, odor or taste, the presence of the gas often cannot be detected until sickness is felt on the part of the driver and other passengers in the car, the Keystone Automobile Club points out in a warning to motorists.

Leaks in the exhaust system are most frequently responsible for the infiltration of monoxide into the car interior. During 1940, the latest year in which records are available, the U. S. Census Bureau discloses that 227 deaths occurred throughout the Nation as a result of poisoning from monoxide in automobile exhaust gas. There were 600 such deaths in 1932, the highest number known in any one year.

With cars growing older, making all their parts susceptible to deterioration, there is more danger of carbon monoxide poisoning this year than ever before. It is up to each motorist to take every precaution possible to make certain that neither he nor his family fall victim to this killer.

Following are safety measures designed as protection against carbon

monoxide recommended by the Club:
1. Have a skilled mechanic check thoroughly the exhaust system in your car, making any repairs necessary.
2. Always leave at least one window open a crack when in the car.
3. Always be certain that garage doors are open when starting the car.

ROBERT R. HUNTER
Robert R. Hunter, 74, died at his home, 3317 North 15th street, Philadelphia, November 27.

Services were held Thursday, November 28, at Harold E. Mulligan Funeral Home, 1119 W. Lehigh avenue, Philadelphia, with interment in Aubrey M. E. Cemetery, Cinnaminson. The Reverend Frazer officiated. Surviving are his wife, Phoebe; two sons, Robert and Earl and a daughter, Mary.

WAR BONDS
MEAN MORE THAN A
GOOD INVESTMENT

Evans' Service Station
SUNOCO
GASOLINE and OIL

Tires - Batteries - Auto Accessories
Broad and Main Sts. Riverton, N. J.

With many Housewives engaged in Wartime Activities, together with the shortage of Domestic Help, care of the home laundry is a greater problem than ever before.

Let us help you solve this problem.

RIVERTON LAUNDRY
Phone Riverton 6972
N. KUENSELL, Prop.

Government Officials State That Laundries Are Essential to the War Effort.

BUSINESS DIRECTORY
RAPID REFERENCE TO RELIABLE BUSINESS HOUSES

AUTOMOBILES

SALES SERVICE

Moorestown Motor Co., Inc.
259 West Main St., Moorestown
Phone Moorestown 0977 or 0483

AUTO SERVICE

MARPAK LUBRICATION

CARS WASHED
Firestone Tires—Batteries

Burke's Service Station
Broad and Linden Riverton
Phone 1362

WOOLSTON'S

ESSO STATION

● ESSO GASOLINE and OILS
● BRAKES and LIGHT SERVICE
● LUBRICATION - WASHING
● IGNITION and BATTERY SERVICE
● GENERAL REPAIRING

THE ONLY COMPLETE ONE-STOP SERVICE STATION
MAIN and HOWARD STREETS
RIVERTON

Care Called For and Delivered
Phone Riverton 6967

BANKS

CINNAMINSON

BANK & TRUST CO.
The Friendly Bank
Member FDIC

Main at Harrison Street
RIVERTON

BARBERS

RAY BANKS

Special Attention to
All Work
200 Broad Street
RIVERTON

BUILDERS

John E. McVaugh

Contractor and Builder
RIVERTON, N. J.
Telephone Riverton 6915-J

JOSEPH J. JOYCE

CONTRACTOR AND BUILDER
Jobbing, Alterations
403 Howard St., Riverton, N. J.
Phone Riverton 6283

COAL

J. T. EVANS CO.

Coal
FUEL OIL
COAL
LUMBER
MILLWORK
Phone Riverton 6302

H. B. WILLIAMS

LEHIGH VALLEY
COAL
KOPPERS PROCESS COKE
FUEL OIL
Building, Hardware—Feed
and Fertilizers
Palmyra Phone 1100

DAIRIES

BISHOPS' DAIRIES

QUALITY PRODUCTS
Phone 476 Riverside

DRUGGISTS

BLANC'S

Palmyra Pharmacy
1 EAST BROAD ST.
Opposite Depot
PALMYRA, N. J.
PRESCRIPTIONS
DRUGS COSMETICS
PERFUMES
A Complete Drug Institution
Phone Riverton 6961

ELECTRICIANS

EARLE B. HARDER

Repairs and Installations
Power and Light
505 Madison Avenue Palmyra
Phone Riverton 1125

EXPRESS

Shinn's Express

Riverton, N. J.
DAILY TO PHILADELPHIA
Office—105 N. 5th Street
Phone—Riverton 6936
Philadelphia—Lombard 9033

GROCERIES

W. F. Becker

GROCERIES - FRUITS - VEGETABLES
Delicatessen Counter
MEATS and PROVISIONS
417 HOWARD ST., RIVERTON
Phone 0724—Free Delivery

HAULING

HAULING

Cleaning - Whitewashing
Lawn Work
C. D. TURNER
Phone Riverton 1135
207 Union Landing Road
East Riverton, N. J.

LAUNDRIES

RIVERTON LAUNDRY

N. KUENSELL
Phone—Riverton 6972

L. L. Keating

Patent Medicines - Gifts - Candy
Greeting Cards - Ice Cream
Cigars and Stationery
Broad and Main Streets, Riverton
Phone 1540

MEMORIALS

Custom-built Cemetery Memorials in
Granite, Marble and Bronze
Will Hope & Son
Washington and Federal Streets
Burlington, N. J.
Phone Burlington 13

Printing...

Official Mail Campaigns, Business
and Personal Stationery, Office
and Factory Forms, etc.

Phone 0715
Evenings 0341
THE NEW ERA
RIVERTON, N. J.

SHOP REPAIRING

N. DREIER

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

PAINTING

EDWARD HUGHES

Covered by Insurance
Painting
EDWARD HUGHES, Mgr.
114 Garfield Ave. Palmyra
Phone Riverton 6941

PLUMBING

WM. B. BISHOP

PLUMBING - HEATING - ROOFING
601 Linden Avenue Riverton, N. J.
Telephone Riverton 6947

George Friday, Jr.

Plumbing, Heating and Roofing
ELECTROL OIL BURNERS
PETRO-NO-KOL OIL BURNERS
609 Thomas Avenue
Riverton Phone 0637

H. D. Hullings & Son

PLUMBING - HEATING - ROOFING
Delco Oil Burners
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PUSHOVER?

DON'T TELL PRIVATE JONES
THE JAPS ARE EASY



THE JOB IN THE PACIFIC IS STILL TERRIFIC!



THERE ARE STILL MILLIONS OF
TOUGH, BRUTAL JAPS TO KILL.
EVERY JAP WE KILL MAKES
MY CHANCES OF GETTING HOME
BETTER, AND IT COSTS PLENTY
TO KILL A JAP

IF YOU think Japan is a pushover—you're fooling yourself, mister. Every American soldier, marine and sailor in the Pacific knows he has a tough fight on his hands. You can't tell them their war is almost over! Even as you read these words, American men are dying in the fight against Japan.
Look into your heart and ask yourself honestly: "Have I stopped fighting? Have I stopped buying War Bonds because I think the war is about over?" You're not a quitter; your answer is "No!"

The fight in the Pacific calls for a highly specialized type of equipment. B-29 bombers that cost \$600,000 in War Bonds; M-4 tanks with bulldozer blades that cost \$67,417; "alligators" that cost \$30,000; millions upon millions of gallons of gasoline. We need more and costlier equipment than any war has ever called for. And that's the big reason for the 6th War Loan Drive. Just as long as a single Japanese aims a gun at our men—we must continue to buy War Bonds

Do your full share now!

Once again you are asked to buy at least one extra \$100 War Bond. Buy more if you possibly can. Not only is it for the final Victory—it's for your future. Sign up for extra War Bonds on the Payroll Plan. Welcome the Victory Volunteer when he or she calls at your home. Remember—the job in the Pacific is still terrific.



YOUR COUNTRY IS STILL AT WAR—ARE YOU?

RIVERTON LAUNDRY
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Palmyra, N. J.

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:: PALMYRA FIVE & TEN ::



CHRISTMAS SEALS

- Seals pkg. 5c
Enclosure Cards 5c
Jumbo Assortment of
Seals and Cards 10c

BOXED WRITING PAPER 29c and up
XMAS HARD CANDY 1b 39c
(One Pound to a Customer)

TOYS and BOOKS GALORE
A LARGE ASSORTMENT OF PAPER DOLLS
and COLOR BOOKS - each 10c

- ACTIVITY BOXES each 59c
BIG BAG OF BLOK each 89c
COMMANDO BARGE \$1.00 and \$1.79
COAL TRUCK \$1.69
ARMY TRANSPORT \$1.00
MODELING CLAY 10c and 35c
PLASTIC BEADS 49c
GENERAL LEE TANKS each \$1.98
YANKEE TOMMY GUN \$1.00
PAINTS and CRAYONS each 10c
DART BOARDS \$1.00 and \$1.29

XMAS CANDLES

- Pure Bayberry Candles box 29c
10 Inch Candles 5c each
(No Drip)
15 Inch Candles 10c each
(No Drip)
18 Inch Taper 10c each
(No Drip)

XMAS FLOWERS

- POINSETTIAS
ea. 10c
CAT TAILS
ea. 10c



TEDDY BEARS and DOLLS

- 17 1/2" STUFFED WASHABLE
DOLL \$3.29
PLUSH TEDDY BEAR \$2.69
21" SITTING TEDDY BEAR \$4.98

CHRISTMAS CARDS

- General Christmas Cards
3 for 5c
General Christmas Cards
5c each
20 Christmas Glitter Cards
\$1.00

GROWN-UP GIFT SUGGESTIONS

- Men's Hose (Cotton and Rayon) pair 35c
(Fancy)
Rayon Slack Socks pair 35c
Men's Ties each 59c
We Have a Super Assortment of Handmade Ties

FOR THE KIDDIES

INFANTS' and CHILDREN'S FLEECE LINED
Snuggle Bunnies
\$1.19 and \$1.59

Ladies' Rayon Undies

- Trimmed Panties 89c
Trimmed Briefs 59c



XMAS WRAPPINGS

- White Tissue pkg. 10c
Fancy
Tissue Paper pkg. 10c
Fancy
Gift Ribbon 10c

LADIES' FULL FASHIONED RAYON HOSE

Pair 95c

LADIES' NO SEAM HOSE

Pair 48c

LADIES' FULL FASHIONED RAYON HOSE

Pair 59c



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For "Holidating" ...

That DRESS—Disarmingly feminine, for social capers
or the office—sparkling sophistication or wool casuals.

\$5.95 to \$29.95

GAGE MILLINERY from \$2.95
At our Hat Bar you are sure to find just "the one" you've been
looking for, a real beauty, combining style, charm,
versatility and wearability.

COSTUME JEWELRY from \$1.00
Add glitter to her costume with sparkling Pins, Earrings, etc.

LINGERIE from 79c
Panties, Gowns, Slips, etc. Lace trim and tailored models

HANDBAGS from \$2.95
Felt, Leather, Cord, Broadcloth, etc.

HANDKERCHIEFS from 25c
Both Practical and Novelty

ROBES from \$7.95
Quilted Silk, Rayon, etc.

FASCINATORS and SCARFS from 59c
A Lovely Selection

SKIRTS from \$1.95
Plaids, Checks, Plain Colors, Kick Pleats, Box Pleats, etc.

BLOUSES from \$1.95
Rayon Crepes, Sheers - Dressy and Tailored

SWEATERS from \$2.95
Pullovers and Cardigans

HOSIERY from 57c
The Ideal Gift!

Cosmetics by Primrose House
Colognes Lipstick Powders Rouge
From \$1.00.

the **Agnes Shop**

NEW DRESS CLUB STARTS FRIDAY, DECEMBER 8th

OPEN EVERY EVENING UNTIL CHRISTMAS

Church Notices

**WENFIELD FRIENDS
MEETING**
Burlington Pike
Sunday Morning
10 a.m.—First-day School
Meeting for Worship—11 a.m.

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

Sunday School, 9:30 a.m.
Sunday Services, 11:00 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 p.m.

SACRED HEART CHURCH
Fourth Street and Linden Avenue
Riverton, N. J.

Rev. William F. Quinn, Pastor
Rev. Arthur J. St. Laurent
Assistant Pastor
Sunday Masses—7, 8, 9, and 10:30.
Daily Mass—7.

The 7 o'clock Mass on each Mon-
day morning is said for the special
intention of those members of the
Parish who are now members of the
Armed Forces of our country.

Confessions on Saturdays and days
appointed at 4 o'clock to 5:45 and
7:30 to 9 in the evening.

Administration of the Sacrament of
Baptism on Sundays at 2 o'clock.
Phone Riv. 0090 for appointment.

Devotions for those in the Armed
Forces and in honor of Our Lady of
the Miraculous Medal Sundays at
2:30.

Monthly Communion Sundays:
The Altar Society on the 1st Sunday.
The Holy Name Society and Knights
of Columbus on the 2nd Sunday.

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

"God the Preserver of Man" is
the Lesson-Sermon subject for Sun-
day, December 10.

Golden Text: "The Lord shall de-
liver me from every evil work, and
will preserve me unto his heavenly
kingdom." (II Tim. 4:18)

Sermon: Passages from thy God,
the Holy One of Israel, thy Saviour."
(Isa. 43:3) Correlative passages from
"Science and Health with Key to
the Scriptures" by Mary Baker Ed-
dy include:

"The great fact that God lovingly
governs all, never punishing aught
but sin, is your standpoint, from
which to advance and destroy the
human fear of sickness. . . The pow-
er of Christian Science and divine
Love is omnipotent. It is indeed ad-
equate to unclasp the hold and to
destroy disease, sin, and death." (p.
412)

New Shoes From Old

"AMICO"

Electrical Vulcanized
Resoling

No Nails
No Stitches

Shoes
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UNITY SHOE REBUILDERS
341 Cinnaminson Ave., Palmyra

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MAKE THIS ITS HOME

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GARAGE

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REPAIRS and LUBRICATION
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10 E. Broad St. Riverton
Phone Riv. 1212

**EPWORTH METHODIST
CHURCH**
Fifth Street and Morgan Avenue
Palmyra, N. J.
The Rev. William Neal Raver
Pastor

Services of worship for the Second
Sunday in Advent will be held in Ep-
worth Church at 11 a.m. and 7:45
p.m. The ministry of music will be
by Chancel and Senior Choirs under
the direction of Mrs. Rachel Lord.
Anthems to be sung include "The
Magnificat (Stults), "Arise and
Shine" and "Noel." The pastor will
speak upon the theme "The Advent
Power to Dispel Fear" and in the
evening service, "The Story Behind
the Carol." A trio composed of
Misses Virginia Miles, Eleanor
Sauerwein, and Stella McCay will
sing in the evening service.

A Church Nursery is conducted
each Sunday during the worship ser-
vice. Supervisors this Sunday will
be Mrs. Hynes and Miss Carol Ward.
The Church School convenes at
9:45 for the period of instruction in
the Christian faith. Classes are
available for all age groups.

The Church Calendar for the week
of December 10th is as follows:
Monday at 8—Friendship Circle
meets in the Fellowship Room.

Wednesday at 2—In-as-much Bi-
ble Class meeting.

3:45—Chancel Choir rehearsal and
Church instruction by pastor.

7:30—Mid-Week worship service
in the Chapel.

8:15—Senior Choir rehearsal.
This Sunday, December 10th, will
be "Church Membership Day." A
group of new members will be re-
ceived into the fellowship of Ep-
worth Church.

Sunday, December 17, in the morn-
ing service, the Senior Choir will of-
fer in its ministry of music Alexan-
der Matthews cantata "The Story of
Christmas." In the evening service
to be held in the Church School Tem-
ple, Mrs. Ruth Parsons Strahan
will give original Nativity mono-
logues.

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Phone Riv. 0797

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NEEDED

Wanted—Girls young or old, ex-
perienced or inexperienced, to work
on government orders. Good pay
plenty of overtime.

King Hosiery Mills

Reed St., East Riverton, N. J.

CHRIST CHURCH, EPISCOPAL
The Rev. John R. Crockett, Rector
Pastor
Fourth and Main Streets, Riverton
2nd Sunday in Advent.
7:30 a.m.—Holy Communion.
10 a.m.—Church School.
11 a.m.—Liturgy. Morning Prayer.

Thursdays—
9 a.m.—Holy Communion.
8 p.m.—Choir Rehearsal.

Saturday—
11 a.m.—Children's Confirmation
Class.

CHRIST CHURCH, EPISCOPAL
Parry, Avenue, Palmyra, N. J.
The Rev. John R. Crockett
Priest in Charge

Sunday—
9 a.m.—Choral Eucharist.
10 a.m.—Church School.
7:30 p.m.—Evangelism and Sermon.

Wednesdays—
9 a.m.—Holy Communion.

Saturday—
8 p.m.—Sacrament of Penance.

FIELD FIRE

The Riverton Fire Department an-
swered a call for a bad fire in the
woods along the creek near the bor-
ough line last Friday afternoon.
The firemen remained on the scene
for over two hours and the ladder
truck bogged down when attempting
to get closer to the blaze. It was
pulled out with some difficulty.

WANT ADS

SEWING MACHINES repaired,
bought and sold. Write or phone,
Thomas Aiello, 219 Cooper street,
Beverly, N. J. Phone Beverly 524.
4t-8-3

SALESLADIES WANTED. Full
or part time. Apply Palmyra 5 and
10c Store, Broad St., Palmyra.

CUSTOM MADE

WREATHS

By Ann Sparks

Telephone Riverton 0322

9 in. — \$1.25 12 in. — \$1.75

ORDER EARLY

SUPPLIES LIMITED

TOYS REPAIRED. Knives and
scissors sharpened. Tools sharpened.
General repair work on household
appliances and utensils. 408 Thomas
avenue, Riverton. Phone 0344.

FOR LAUNDRY SERVICE and
Dry Cleaning—Phone Riv. 1186-W.
The Palmyra Laundry.

**LIONEL TRAINS AND
ACCESSORIES REPAIRED**
F. Schneider, Sr., 43 Henry Street,
Palmyra. Phone Riv. 1391

11-2-9t

WANTED. Clean wiping rags
free from lint, 5c per lb. The New
Era, Inc., 609 Main St., Riverton.

**WE BUY, SERVICE AND RE-
PAIR** washers and vacuum cleaners,
parts for all makes, bags, belts and
brushes. Jay-Eff-Emm, 241 Pavilion
avenue, Riverside. Store phone 0075,
home phone 1009-M.

RENT: Porch Club is available
for rental. Contact Mrs. George Bor-
net, 309 Second street, Riverton. Tel-
ephone Riv. 0621.

GARAGE FOR RENT. Apply
399 Elm avenue, Riverton.

FOR SALE. Girl's shoe ice
skates, white, size 4. Call Riv. 0979-R.
411 Seventh St., Riverton.

WANTED. Upright piano in good
condition. Phone Riverton 0417-M.

SERVICE MAN'S wife and chil-
dren must move Feb. 1. Anything
in Riverton considered. Write Box
O, New Era Office.

ELECTRICAL WIRING and re-
pairs of all kinds. For service call
H. Knight, Riv. 0152.



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OPEN EVERY EVENING TILL XMAS

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535 Cinnaminson Ave. Palmyra

**The war flows
through her
switchboard**
—and it moves fast



She's right in the middle of the hurry calls
of war and she's doing a great job in keeping
things moving.

When your Long Distance call is over a line to
a war-busy center, she may say—"Please limit
your call to 5 minutes."

That's to help everybody during the rush periods.

NEW JERSEY BELL TELEPHONE COMPANY

Church Notices

WESLEYAN MEN'S BIBLE CLASS

Epworth Methodist Church
Men of the community are invited every Sunday morning at 9:45 and for only one hour. The teaching staff comprises men of various faiths. The Rev. Robert W. Matthews will address the class this Sunday.

CALVARY PRESBYTERIAN CHURCH

The Rev. E. B. Stewart, Pastor
Fourth and Lippincott Ave.
Riverton, N. J.

When Jesus was born in Bethlehem of Judea we are told that they wrapped him in swaddling clothes and laid him in a manger. As Mary stood some years later in the shadow of a cross and watched him die she must have thought that a soulless fate had indeed wrapped her child in "swaddling-clothes of tragedy." Millions of parents all over the world must be sharing that same thought today as they receive word that their boy has "made the supreme sacrifice," or has been permanently disabled on the very threshold of life. Fate does seem to wrap so many of its children in the swaddling clothes of tragedy. Yet when we look back and honestly recall the great wealth that Christ bequeathed to the world we cannot say that his birth was a tragedy; when we recall what lasting values have been purchased by the lives and limbs of those who have opposed and overcome the tyrants of our generation we cannot say that the birth of these great souls was a tragedy. But what about those who are born with some affliction? We shall be thinking of this aspect of life next Sunday morning when we think together on the topic, Transformation of Tragedy.

Morning worship begins at eleven o'clock. The Calvary Choir, under the direction of Mr. Van Osten, will render the anthem, "They That Wait Upon the Lord," by Matthews. Miss Elizabeth Rotz will supervise the Church Nursery, in which children may be left during the worship hour. Church School, with Bible study classes for all age groups, convenes each Sunday morning at 9:55 a.m. Parents of children singing in the Junior Choir during Church School assembly are urged to encourage their children to be present each Sunday morning not later than 9:45 a.m.

Sunday Evening Fellowship
Junior C. E. convenes at 6:15 p.m. under the direction of Mrs. DeCoursey and Miss Evald, with Junior Choir rehearsal following from 6:45 to 7:15, conducted by Mr. Farrow.

The worship service in the Sanctuary from 7:15 to 7:30 will be conducted by members of the Senior C. E. next Sunday evening.

The following groups will meet at 7:30: Senior C. E. in the Junior Department room; Westminster Guild at the Men's Bible Class in the North Transept with Mr. A. D. McFall teaching, and Women's Bible Class in the Ladies' Parlor with Mrs. Cummings teaching. You are cordially invited to participate in this Sunday Evening Fellowship.

The Women's Society
The regular monthly meeting of the Women's Society is scheduled for the afternoon of Wednesday, December 13, at 2:30 p.m.

This is the regular Christmas party and each member is asked to bring a twenty-five cent gift. These gifts

will be distributed by the hostess, Miss Clara Bishop. A large attendance of members is anticipated.

Good Fellowship Club

The stated meeting of the Good Fellowship Club will be held in the Church School auditorium on the evening of Friday, December 15, at 8:15 p.m.

The program committee has announced that it will be a "Christmas Eve In The Home," and that members are invited to bring guests to this meeting of the club. Refreshments will be served. Members are requested to telephone their acceptance to Mr. and Mrs. Gail, Riverton 1160-M or to Mr. and Mrs. Westcott, Riverton 0247-J.

CENTRAL BAPTIST CHURCH

Palmyra, N. J.
Rev. S. Dan Morgan, Pastor
Sunday, December 10

When asked by a stranger about some local historic spot or place of importance so often we know very little, or nothing about it. It is so near and accessible we keep putting off seeing it and finding out the interesting facts about it.

This human trait is also so true in regard to the wonderful gift of God's love. It is all around us and can be shared by all, but few know or realize its presence.

Know your community and its needs. Know your God and you will know a richer, fuller life.

Sunday Services
Church School, 10 a.m.—Miss Bowers, of Camden, a returned missionary from Japan, will talk to all departments from the Beginners to

and including the Intermediate group. This will be a most interesting and instructive period.

Morning Worship, 11:15 a.m.
Again Miss Bowers will deliver a message. Having spent some time in a Concentration Camp we may be helped to understand the existing conditions of war and the need of more earnest Christians. Music by the choir will be, "The Voice in The

"Wilderness," by Scott. Mrs. Grace Rowell will sing, "He Smiled On Me" by O'Hara.

E.V.F., 6:45 p.m. Much is being done by these groups. Join them.

Evening Worship, 7:45 p.m.
The Male Quartet will sing "Lord, I Believe," by Ashworth.

Wednesday, 8:00 p.m.—Midweek Prayer and Praise service.

Thursday, 8:00 p.m.—Choir Rehearsal.

TRAINED
SERVICE
When
Needed



WE PROVIDE a professional service that meets the exacting requirements of bereaved families in all walks of life, without prejudice or preference, regardless of class, creed or other circumstance, at prices that satisfy every family's needs or wishes.

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FUNERAL HOME, INC.
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BROAD and GARFIELD AVE.
PALMYRA, N. J. Phone 1200

Best No. 1 Maine
WHITE POTATOES 49c

NEW CLEAN SPINACH 29c

Fancy Tender
PASCHAL CELERY 15c and 19c

Lg. Stalk

GREEN OR WAX BEANS 25c

WINESAP APPLES 25c

GOLDEN RIPE BANANAS 13c

FLORIDA TANGERINES 39c

Florida ORANGES 29c

3 Doz. 85c

SEEDLESS GRAPEFRUIT 3 for 25c

Calif. Ripe EATING PEARS 18c

Calif. Red GRAPES 29c

Strictly Fresh White or Brown Shell EGGS 65c

Doz. COTTAGE CHEESE 29c

Heinz BAKED BEANS in Tomato Sauce 17c

Jar Kellogg's PUMPKIN 19c

Large Can Fancy Black MISSION FIGS 33c

Calif. Soft Shell ENGLISH WALNUTS 49c

lb Fresh Roasted PEANUTS 29c

Kellogg's ORANGE and GRAPEFRUIT JUICE 22c

No. 2 Can Kellogg's CRANBERRY SAUCE 25c

Jar 40 Points KELLOGG COFFEE (Drip or Percolator) 33c

lb FILLET OF HADDOCK 49c

lb FILLET OF FLOUNDER 54c

Swift Premium SHOULDERS OF LAMB 35c

Swift Premium SMOKED TONGUES 4-5 Pound Avg. 49c

lb VEAL ROAST 5-6 lb Avg. 37c

Swift Premium RIB LAMB CHOPS 51c

BUY
U. S. WAR SAVINGS
BONDS AND
STAMPS

55th Year, No. 41

Yacht Club Committees

Commodore Geo. C. Kimball has announced the following committees for the 1945 Riverton Yacht Club season. With 12 to 14 new boats being built by Riverton boys under the guidance of Knute Hunn and Barney Tool, the 1945 season promises to be most active with two or more races each week.

The committees are:
Regatta—A. H. Burns, Chairman; T. B. Hammond, Vice Chairman; Arthur Anderson, Lou Clelland, Richard Woodward, Robert Miller, Vernon Hatch, Ogden Mattis.
Wharf and House—Ed Shivelhood, chairman; Bill Reis, Stan Lippincott, George Borne.

Publicity—John Malloy, chairman; George Pack, Chas. Knight, Elmer Heinel.

N. Y. Correspondent—Miss Jerry Michener.

Sea Scout Committee—C. L. Beach, chairman; Tom Coe, Arthur Anderson.

1945 Program—Howard Frome, chairman; Bob Lippincott, Knute Hunn.

Entertainment—Knute Hunn, chairman; Howard Lippincott, Sonny Clelland, Bob Hall.

Budget—Ogden Mattis, chairman; J. P. Mudd, Robert Adams.

CALDWELL HOME FROM EUROPE AREA

Signalman 2-c Porter B. Caldwell, Jr., U. S. Navy, son of Mr. and Mrs. Porter B. Caldwell, Elm terrace, Riverton, arrived home on Monday of this week on a 30-day leave. He has just returned from an extended period of active duty in the European area where he participated in several major engagements.

The New Era staff was very much pleased to receive a visit from Signalman Caldwell this week and to hear about some of his interesting experiences.

Mr. and Mrs. Caldwell have received word that their other son, Richard of the U. S. Navy, also is on his way home from the West Coast on a leave and will be here by Christmas. The reunion of the brothers is quite unusual in that the traveling distance of both is about 7,000 miles from opposite directions.

POST OFFICES TAKE CARE OF RUSH

A behind-the-scenes visit to either of the local post offices gives a true picture of the tremendous burden thrown upon postal employees during the Christmas season.

Crowds throng the parcel post windows, clamor for stamps and there are always those desiring money orders or War Bonds. Insured and registered items are numerous. Clerks are busy sorting mail, while carriers arrange their routes in the cases. The cancelling machine sets up a continuous chatter.

Meanwhile a new lot of incoming letters and packages arrives by train and must be sorted promptly.

All in all, the holiday season is certainly a busy one for the men and women who handle the holiday greeting cards and presents.

HOME WILL BE DEDICATED HERE

Announcement has been made that the Riverton School Teachers' Home on the Riverton road, will be officially opened and dedicated Saturday, December 23, from 8 p.m. until 11 p.m.

The home, formerly the Groves property, was purchased this year by followers of Father Divine.

The affair, for which invitations have been issued, will be informal. On December 20, the Unity Mission Church, Home and Training School, Inc., and its annex, Philadelphia, of which Father Divine is pastor, will also be dedicated.

The Palace Mission Church and

THE NEW ERA

RIVERTON :: PALMYRA :: CINNAMINSON

THE NEW ERA, THURSDAY, DECEMBER 21, 1944

PRICE FIVE CENTS

The Season's Greeting



Christmas
in the Old-time American Spirit

THE NEW ERA, Inc.

BLOOD DONORS

BLOOD DONOR CARAVAN

There will be a Blood Donor Caravan to the new Headquarters, 119 No. Broad St., above Arch, Philadelphia, in January. Call Mrs. Kenny for appointment. Riverton 1045.

SGT. R. B. UNLAND GETS CITATION

Staff Sergeant Robert B. Unland, son of Mrs. Charlotte Unland, of 416 Lippincott avenue, Riverton, is serving in the European theater as a Radar technician with the 435th Troop Carrier Group which has recently been awarded a Presidential Citation.

The award, one of the highest given for military achievement, was made to Unland's unit for their "immeasurable contribution to the success of the greatest airborne operation in history," the D-Day invasion of France. Commanded by Colonel Frank J. McNees, of St. Paul, Minnesota, his unit also dropped the first paratroops and towed the first gliders in the invasion of Southern France, and the Holland offensive.

Formerly a part of the Ninth Troop Carrier Command, Unland's unit is now part of the U. S. Troop Carrier Forces, headed by Major General Paul L. Williams, and is the major air component of the First Allied Airborne Army.

Staff Sergeant Unland is a graduate of the Moorestown High School, class of '38, and was employed as a traffic manager by the Terminal Warehouse Co., Philadelphia, Pa., before entering the service in November, 1942. He is a veteran of thirteen months overseas service.

Home, Inc., formerly the Pine Brook, N. J. Hotel, of which Father Divine is also the pastor, will be dedicated Sunday, December 31.

The local home was damaged by fire several months ago necessitating extensive repairs before the opening.

CHARTER DINNER FOR LOCAL LIONS CLUB

At the meeting of the Palmyra-Riverton Lions Club held on Tuesday night of this week, Dr. J. Rowland Dey, chairman of the Charter Night committee, announced that plans had been practically completed for this important event.

The affair will be held Tuesday, January 9, in the Riverton Country Club, with dinner at 7 p.m., followed by the presentation of the Charter and dancing.

Representatives from Lions Clubs all over South Jersey are expected to attend. The local club closed the charter this week with 25 members.

LEZENBY IN ITALY

Staff Sergeant Philip R. Lezenby, 22, armor-gunner on a B-17 Flying Fortress, has been assigned to combat duty with the 15th AAF, and stationed at a base in Italy. Sgt. Lezenby is the son of Charles T. Lezenby, Sr., 704 Main street, Riverton.

Sgt. Lezenby, a former shipfitter with the New York Shipbuilding Co., Camden, N. J., entered the armed forces in September, 1942. He trained at Lowry Field, Col., and was awarded his aerial gunner's wings at Las Vegas, Nev., in March, 1943. He was originally assigned to duty in England.

Sgt. Lezenby has been awarded the Purple Heart for wounds received on a combat mission over Europe. A brother, Cpl. Walter Lezenby, is with the Field Artillery in France.

SCRAP COLLECTION

Lippincott—both sides of track.

Thomson—both sides of track.

Shrewsbury Road.

Cross streets from Main to Thomson including Eighth, Highway, Midway, Harrison, Second, Fourth and Penn.

IMPORTANT: This Saturday, December 23, the collectors will start at 7:00 a.m., so it is suggested that papers be tied and put out the night before.

RATIONING DATES

December 18 to December 24

PROCESSED FOODS—Canned or bottled fruits, some juices, tomatoes, catsup and chili sauce. Only blue stamps can now be used in buying processed foods. Blue stamps A8 through Z8, blue stamps A5 through Z5, also blue stamps A2 and B2, in War Book 4 are now valid and good indefinitely. Each blue stamp is valued at 10 points. Blue tokens are now invalid. Probably no additional blue stamps will be validated prior to January 1st.

MEATS AND FATS—The following meats, whether fresh, cured, smoked or cooked, have a point value: Beef roasts and steaks, Grade AA, A and B; Lamb roasts, steaks and chops, Grades AA, A and B; Pork Chops, pork loins and hams; Canadian style bacon (cured, boneless loin); Bacon sides, (aged, dry, smoked with loin); Also butter, margarine, cheese, canned fish and canned milk.

Only red stamps and red tokens can be used in buying meats and fats. Red stamps A8 through Z8 and A5 through Z5 in War Book 4 are now valid and will be good indefinitely. Probably no additional red stamps will be validated prior to December 31.

SUGAR—Sugar stamps 30 through 34 in War Book 4 are good for 5 pounds of sugar each and are good indefinitely. Usually sugar stamps are validated to permit use of 1/4 pound per week.

SUGAR STAMP 40—Sugar stamp 40 in War Book 4 is good for 5 pounds of sugar for home canning; expiration date February 28, 1945.

SHOES—"Airplane" stamps 1, 2, and 3 in War Book 3 are each good indefinitely for one pair of shoes. Families may pool the coupons of all members living in the same household. A loose stamp is not valid except when used for mail order of shoes. "Airplane" stamp 3 in War Book 3 became valid on November 1 and will be good indefinitely.

FUEL OIL—Period 1 coupons for 1944-45 heating year are now valid for 10 gallons per unit and remain

THE PORCH CLUB

The traditional Christmas Tea was held Tuesday, December 19, from four to six, for members of Club and its guests.

Members of Executive Board and those who assisted them added an extra festive touch in their afternoon formal. The Clubhouse was unusually attractive, decorated by the ingenious committee.

Mrs. Sordon, Mrs. Bush, Mrs. Morris, Mrs. Shoemaker and Miss Coale, poured at the table. Mrs. G. Rex Howell and Mrs. Ellen Hunn presented three beautiful tableaux; Mrs. Edwin Weeks, Mrs. Dorothy Sargent and Mrs. Philip Plach were seen at intervals as the "Madonna and Child."

valid until August 31, 1945. Period 2 coupons became valid December 18, 1944. Unused 1943-44 period 4 and 5 coupons and definite value coupons attached to the same sheet (indicating the number of gallons) are valid through August 31, 1945. Order your fuel oil and fill your tanks as soon as you receive your coupons. Fuel oil users should budget their ration to take care of their heat and hot water needs.

GASOLINE—Coupon No. 13 in new A book became valid on November 9 and is good for 4 gallons through December 21, 1944. Coupon No. 14 in the "A" book becomes valid on December 22, 1944, and is good for 4 gallons through March 21, 1945. New serially numbered B6 and C6 mileage ration coupons are being issued now and are valued at 5 gallons. B4, B5, C4 and C5 mileage ration coupons are being issued now and are valued at 5 gallons. Serially numbered coupons which bear the designation "4th QTR" are valid from October 1 through December 31; all other T coupons are invalid. For your protection against the black market the rationing rules require that every car owner immediately write his license number and state of registration on all gasoline coupons in his possession.

THOUSANDS OF AMERICANS ARE STILL IN JAP PRISONS

What Will YOU Do About it?



REMEMBER CORREDIO? Remember the pictures of grinning Japanese soldiers guarding American prisoners? We're out to wipe the grin off their faces. We're out to liberate thousands of American soldiers and civilians still in Jap prisons. This day can come only with final victory. We're out to finish the job the Japs started. The 6th War Loan Drive is part of the great national effort to win quick victory in the Pacific. The cost of victory comes high. It costs billions of dollars a month to fight Japan! But we know you'll do your full share, as you have in all the other war loan drives. Your full share is at least one extra \$100 War Bond. Buy more if you possibly can. War Bonds are your best insurance of a safe, independent future.

BUY AT LEAST ONE EXTRA \$100 WAR BOND

Cinnaminson Bank & Trust Company

Riverton, N. J.

CLASSIFIED ADS

WANTED. Small radio for man overseas. Edward Wallace, 400 Fourth St., Riverton, Phone 0887.

WANTED TO BUY—Metronome in good condition. Call Riv. 0955.

FOR SALE: Fireplace screen, 150 Mason jars with self sealing lids, lawn mower, two 5 gal. cans, telephone table, 5 ft. folding ladder, Flexible Flyer sled (pre-war model), tennis, Tuxedo size 37, practically new; sport jacket, size 18. Phone or call Saturday or Sunday, C. V. Devory, 414 Linden Ave., Phone 0809.

LOST: Between Thomas Ave. and Birch Club, gold spray pin, with chain. Reward. Call Riv. 0153.

SCOUT CHRISTMAS PARTY

On Saturday afternoon, December 17, at 3 o'clock, the Riverston Scout Troop will be the hosts at a Christmas Party to be given for the new Riverston Cub Pack and the Riverston Sea Scout Ship.

This will be the first time that the three scouting groups of Riverston have met together and an interesting program has been arranged. Scouts and Scouts BPs will be present, as well as a number of Scouts of other packs. Scout officials and civic leaders are cordially invited to be present.

APACHE GRAY

The Apache Gray held its 11th meeting on December 12, 1944, in the Riverston Public School Auditorium. All the Y.M.C.A.'s from this vicinity were invited. We had three movies, then we got our new insignias and cards and received our C Certificates, and adjourned the meeting with a national prayer by all.

Richard Walters, Reporter.
Sgt. George M. Perkins
Roughly Reminds Son Of
President Roosevelt

A Canadian soldier, now home on a 30-day furlough after 31 months in the South Pacific, was a member of the regiment that took Maitan Island from the Japs. It was revealed that he had a very close resemblance to the late President Roosevelt when it did up on the beach of that enemy stronghold.

Tech. Sgt. George M. Perkins, 31, son of Mr. and Mrs. Horace Perkins, of 340 State street, also was awarded the Bronze Star medal for meritorious achievement at Saipan. He landed with the second wave on Saipan, the sergeant related, and then went to the beach, all but one of his men being killed. He was the center of the island. The President's son, Jimmy, was on my boat.

"The Navy had taken good care of the Japs' defenses before we landed and at the same time cut them off from all reinforcements. There was no one on the island and it took us some time to wipe them out. On the occasion I saw 300 of the enemy lying dead in the water."

Sergeant Perkins entered the Army in February, 1941, and went overseas in April, 1942. At the expiration of his furlough he will return to the South Pacific.

Sergeant Perkins was married Saturday to Miss Jean Kenny, of 406 Thomas avenue, Riverston, daughter of Mr. and Mrs. Harry Kenny.

CAROLS TO BE BROADCAST

A program of familiar Christmas carols will be broadcast from the tower of the Calvary Presbyterian Church in Riverston this evening, December 21, from 8:15 to 9:45 p.m.

A combined choir, representing the churches of Riverston and Palmyra, will present this Christmas program under the direction of Alfred S. Van Osten, Choir Director of the Calvary Church.

CONTRACTS ISSUED

TO AID POLIO CASES

Contracts have been issued for rebuilding and equipping a wing in Camden Municipal hospital for the installation of Sister Kenny polio treatment, Benjamin Deick, chairman of the donor committee of the project, Jacob J. Herfford, Libs 31 day Order of the Golden Chain, announced yesterday.

A Christmas party will be given from 7 to 9 p.m. at the Walden Hotel, January 14, at the Walden Hotel, and a formal address will be held upon completion of the wing.

OLDSMOBILE
MAKES THIS ITS HOME
OLDS COMMUNITY
GARAGE
Authorized
Oldsmobile Sales and Service
REPAIRS AND LUBRICATION
ON ALL CARS
J. E. Smith & Son, Inc.
Palmyra, N. J.

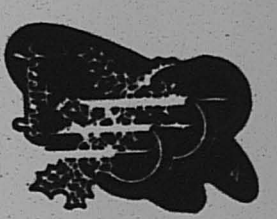


ALLOW US TO EXTEND
to you Our Most Hearty Good Wishes for Your
Happiness at Christmas and throughout
the Coming New Year.

JOS. L. STACK

Coal

PALMYRA, NEW JERSEY



Here's for a Yule in your home of more
cheer, more of the good things
of life.

N. BEITZ

SHOE SERVICE
PALMYRA

We Offer These Christmas Suggestions
QUALITY CHICKENS—Killed to Order

R. I. RED PULLETS—For Your Own Flock—
Ready to Lay

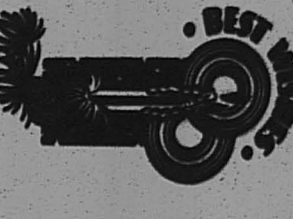
SWEET POTATOES BY THE BASKET
BRIGHT RED WINESAP APPLES
SWEET CIDER
BIG BROWN EGGS

RIVERSIDE HOMESTEAD FARM
H. G. TAYLOR, JR.
Phone 0165-R



SAME OLD WISH
... always new. A Merry, Merry Christmas
and Happy New Year to You!

Fidelity Mutual Savings and
Loan Association
423 MARKET STREET
CAMDEN, N. J.



GREETINGS

Christmas comes and re-awakens the appreciation of
happy relationships... reminds the warmth of friend-
ships made during the time it has been our privilege
to serve you. To those whose friendly support has
contributed so greatly to our welfare, we extend our
most cordial appreciation. Best wishes for the Christ-
mas Season and the New Year.

H. D. HULLINGS & SON
PLUMBING - HEATING - ROOFING
RIVERTON



MAY JOY THIS CHRISTMASTIDE
attend you and may new found blessings make the
New Year more bright. We gratefully acknowledge
your consideration during the past and solicit your
continued thoughtfulness.

BELLEVEUE GARAGE
PONTIAC
Sales and Service
EAST RIVERTON SAM CIOLETTI, Prop.



We stop in the midst of the season of good cheer
and our hearts grow tender as we are carried
back in thought to the reality of Christmas
Day, and what it means. In sincerity,
we greet you and wish you a
delightful Christmas and
a Happy New Year.

ANGELO TOMASSI

UNITY SHOE REBUILDERS
541 Cunningham Avenue
Palmyra

CALVARY PRESBYTERIAN
CHURCH

The Rev. E. B. Stewart, Pastor
Fourth and Lafayette Ave.
Riverston, N. J.

An appropriate Christmas service
by program will be presented next
Sunday morning at 10:30 a.m. by the
Church School Assembly. Members of
the Church School Assembly are
requested to bring their white gifts
The Christmas service of Riverston
worship begins at seven o'clock. The
Rev. E. B. Stewart will read the
following Christmas messages:
"The Holy Night," by Adam, and
"Christmas in Exodus," a French Carol.
The theme of the Christmas Mes-
sion will be, "Unto Us a Child is
Born."

During the morning worship hour
children will be cared for in the
Church Nursery. Next Sunday morn-
ing the Morning Prayer will be the
supervision of Mrs. William J. Ste-
ven.

Christmas Eve Family Vespers
Church has been referred
to as "the festival of the home,"
partly because so many families like
to spend Christmas Eve and Christ-
mas Day in their own homes. Home
and Church are the places in which
Christmas may be enjoyed and
happiest most probably, and next
Sunday evening our church families
may spend their Christmas Eve both
in the Church and in the home.

A family Vespers service will be
held in the sanctuary. Many of our
children and young people will take
part, and as the service will be pre-
dominantly a service of song, parents
may feel perfectly free to bring the
younger members of their families
to this service, that they may wor-
ship in family groups. The service
will continue for a period of approx-
imately 15 minutes.

Two minutes will be rendered by
the Junior Choir, under the direction
of Mr. Albert Perrow. Members of
the Senior Christian Endeavor will
read the Christmas story, and will
provide the candle-light background
for the final Christmas carol bened-
iction. Members of the Calvary
Choir, the Men's Bible Class and the
Senior-Petals Bible Class will also
assist in the presentation of familiar
Christmas carols.

Plans to spend the early part of
Christmas Eve with God's Home with
the members of your family.

The various Sunday evening study
groups—Junior and Senior C. E.,
Worshipers Guild, Men's and
Women's Bible Classes—will
meet next Sunday evening.



GREETINGS

The spirit of Christmas prompts us to express to you
appreciation of our pleasant business relations
during the past year and to most heartily
wish you a very Merry Christmas and
happiness and prosperity for the
New Year.

E. BEITZ and SONS
Palmyra, N. J.

Quaker Store



SEASON'S BEST

DEEP DOWN IN OUR HEART
We know of no song, no poem, no true word
to express our sentiments than this sincere
greeting, "Merry Christmas, a Happy
New Year, and may God bless
you."

BISHOPS' DAIRIES
RIVERSIDE



Merry Christmas

TO OUR many loyal friends of
long standing in the Riverston, Cin-
namon, 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.

STRENGTH



WISHING YOU—IN THE HEARTIEST WAY,
A VERY HAPPY HOLIDAY.

RAYMOND BAILEY

FLORIST

907 Highland Avenue, Palmyra



WITH APPRECIATION OF YOUR LOYAL
PATRONAGE WE EXTEND TO YOU THE
SEASON'S GREETINGS.

GEELAN'S ESSO STATION

FIVE POINTS

PARRY, N. J.



APPRECIATION

We take this opportunity to express to you
our appreciation of your business during
the past year and to wish you a

MERRY CHRISTMAS
and a

PROSPEROUS NEW YEAR

Mr. and Mrs. Harry Blanc

PALMYRA PHARMACY



There is no greater joy than the spirit of true
Christmas. May you feel it always.

KING HOSIERY MILLS

Kern Street

E. Riverton, N. J.

RIVERTON SCHOOL NOTES



Riverton School pupils worked
hard selling War Bonds, and between
November 30th and December 15th,
the designated period, sold bonds to
the amount of \$98,073.00.

Leading salesmen at the end of the
school contest were: first, John
Abell; second, Nancy Cushman; third,
Redding Parker; fourth, Peter Ewert;
fifth, Jack Oliver.

John Abell was awarded the prize
of Five Dollars in defense stamps
given by the Student Council to the
person selling the largest number of
bonds regardless of denomination.
"Jack" sold 45 bonds.

PERKINS-KENNY

Mr. and Mrs. Harry Kenny, of
Thomas avenue, announce the mar-
riage of their daughter, Jean Robert-
ta, to Technical Sergeant George
Merrill Perkins, son of Mr. and Mrs.
Horace Perkins, of Camden, in St.
Paul's Church, Thorofare, New Jer-
sey, Saturday, December 16, at 2 p.m.
The Reverend Sheppard Joslin per-
formed the ceremony.

Following a reception at the Hotel
Walt Whitman, Camden, Sgt. Per-
kins and his bride left for a wedding
trip.

Sgt. Perkins entered the Army in
February, 1941, and went overseas in
April, 1942. He is now home on a
thirty-day furlough after 31 months
in the South Pacific. He will return
there at the expiration of his fur-
lough.



Start the New Year Right with an A.A.A. Membership

IN TIMES LIKE THESE, gifts should be chosen with care
with a view to selecting a gift that is useful—one of value yet not
expensive. The unusual gifts are the outstanding gifts. A motor
club membership fills all these specifications to a "T" and in
addition, a membership will last a whole year—for 365 days it
provides protection for life, limb and pocketbook. It provides
a combination of service not available from any other single source
—services that save dollars and cents—time and worry.

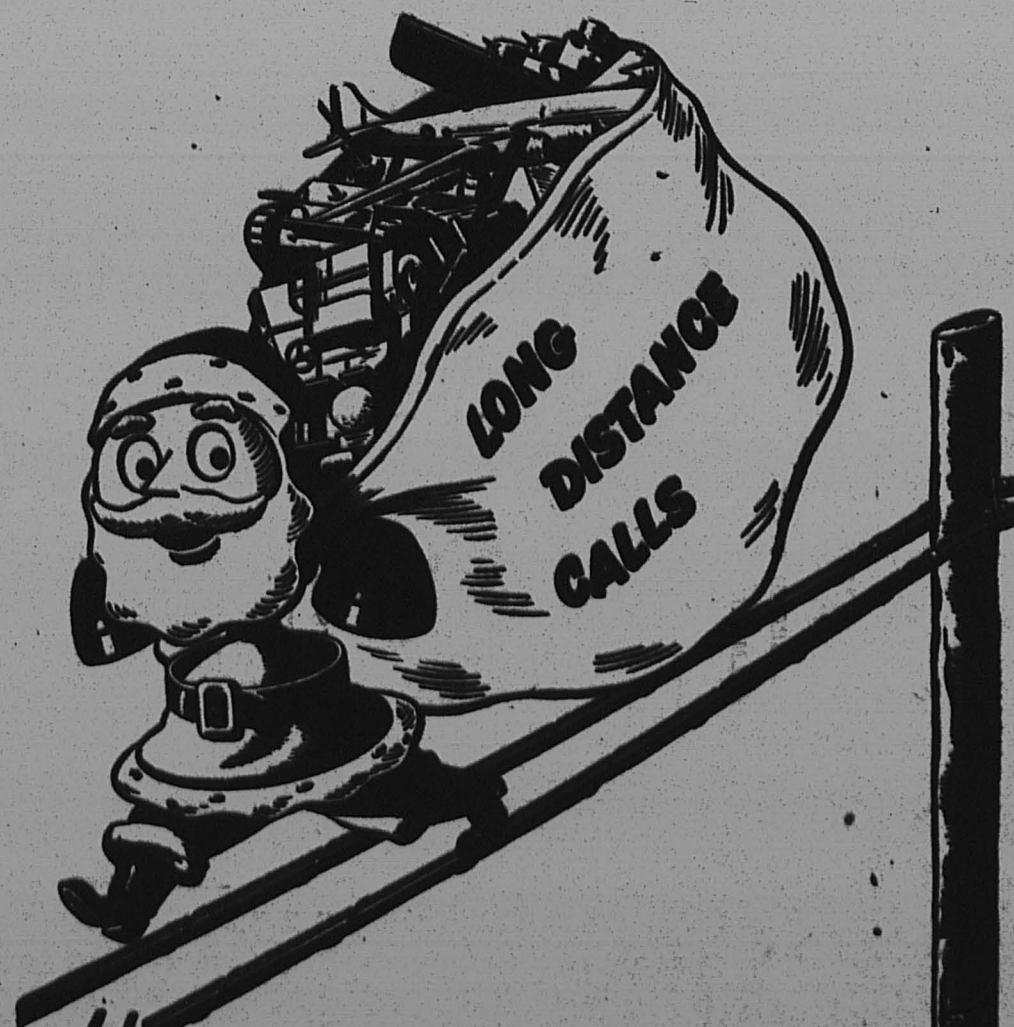
The Season's Greetings

From

H. E. MOYER

A.A.A. MANAGER OF CENTRAL JERSEY

Phone Riverton 0150



He has thousands of *essential*
calls to deliver this Christmas

Many are RUSH, URGENT, IMPORTANT—for there
is no holiday for war. So please use Long Distance
only for essential calls on December 24, 25 and 26.



NEW JERSEY BELL TELEPHONE COMPANY

HONOR ROLL

The following is a partial list of
the men from Riverton and Cam-
den who are serving in the armed
forces of the United States. The
New Era asks that relatives of men
who have been omitted from the
Honor Roll communicate with this
newspaper so that the roster can be
made complete.

John C. Adams
Palmer Adams
Thomas F. Adams
Joseph W. Allen
Frank Allaway
William Albhouse
Robert Anderson
D. J. Anderson
Virginia Armstrong
J. M. Ayshotte
John F. Ayres
Adolphus Bailey
Charles H. Bailey, Jr.
William Banks
Richard Barclay
Walter S. Barclay
James Barker
Robert B. Bartley
Howard S. Barro
Patrick F. Brennan
C. J. Bell
Leonard H. Bell
James W. Biddle
Harold Bishop
Chas. A. Bishop
George W. Bishop
David N. Blyler
Warren Blyler
John T. Bohn
Jerome C. Bolmert
Rockie Bonatelli
James B. Bonham
Irwin P. Booth, Jr.
Henry Borden
R. H. Bottger
John B. Brunsan
A. M. Brown
Charles R. Brown
James W. Brown
R. C. Brown
Budd Burgander, Jr.
John Burhoe
Robert Burhoe
Arthur H. Burns, Jr.
Jack A. Burns
Joseph J. Burns
William J. Burns, Jr.
Porter B. Caldwell, Jr.
Richard Caldwell
O. E. Cannon
Thomas F. Carden
Charles Carden
Dominic Carden
Robert W. Carhart
Roy E. Choyce, Jr.
G. Howard Choyce, Jr.
S. B. Clark, Jr.
Robert T. Claidland
L. M. Clement
Frank W. Clement
Frank R. Clinton
Lawrence W. Cobough
Charles Coddington
Bernard Coe
Gilbert R. Coe
James H. Coe
Richard S. Coe
A. V. Robertson Coe
F. C. Cole
J. E. Coleman
William W. Coleman
Robert Coles
Vincent P. Collar
Burton K. Conway
William Cook
J. D. Correy
J. Douglas Clark, Jr.
Stuart B. Clark
Louis C. Clelland
L. M. Clement
Donald M. Clement
John E. Crile
J. E. Crawford
J. Gardner Crowell
Harry J. Crowther
Anthony Cucinotta
O. W. Cumpston
May Cumpston
Joe E. Daniels
Earl P. Danser
Granville Dare
Willie DeLaCoe
Charles A. DeLaney
N. F. DeLaney
J. S. DeLaney
J. L. Densler
J. O. Devitt
L. C. Dickinson
W. J. Dietrich, Jr.
Walter H. Drew
L. A. Duff
Jas. T. Durham
Wilbur Edmonds
Frank B. Elliott
Howard Elliott
Michael Elliott
Michael Elliott
Rosa T. Elliott, Jr.
Francis S. Elwell, Jr.
Robert H. Ewald

(Continued)



HAPPY YULETIDE TO ALL

Even as the bonds of friendship are strengthened at
this Yuletide Season, so may our business associations
grow in mutual accord and confidence. Your
complete happiness is our wish.

RIVERTON LAUNDRY

N. KUENSELL, Prop.

PALMYRA 5c & 10c STORE NEWS



THE EMPLOYEES AND I JOIN IN
WISHING YOU
A MERRY CHRISTMAS

Bob. Fisher



MERRY CHRISTMAS

and plans that have been yours... we hope they
will all be realized during the coming year.
And may the holiday season be a happy
one and the New Year one of
happiness and success.

WOOLSTON'S ESSO STATION

Main and Howard Streets

Riverton, N. J.



CHRISTMAS HAPPINESS
—May it be yours to the fullest extent.

RICHARD M. WOODWARD

REALTOR

303 Midway

Riverton



CHRISTMAS GREETINGS

Among the good things bestowed by the passing
year, our most valued one is the friendship
and good will of those we serve. It is a
privilege at this happy season to
express our appreciation and
to wish you all the joys
of Yuletide.

J. S. COLLINS & SON, Inc.

EDWARD E. YERKES, Manager

'Blue Coal' - Coke - Lumber - Paints

Hardware - Building Materials

RIVERTON



AT THIS CHRISTMASTIDE

may we rededicate ourselves to a greater, fuller
service to our community, to help enrich
our own lives and those with whom
we come in contact.

WALTER D. LAMON

REALTOR

516 Cinnaminson Avenue

Palmyra

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 Tuesday, January 2, 1945, 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.

12-21-1-4

CINNAMINSON BANK AND TRUST CO.

Riverton, N. J.

December 19, 1944
At a meeting of the Board of Directors held today a dividend of 1 1/2 percent was declared, payable, January 2, 1945, to stockholders of record December 29, 1944.

HOWARD B. CONOVER,
Secretary.

2-12-21-25

OLDSMOBILE

MAKE THIS ITS HOME

OLDS COMMUNITY GARAGE

Authorized

Oldsmobile Sales and Service
REPAIRS AND LUBRICATION
ON ALL CARS
10 E. Broad St., Riverton
Phone Riv. 1212

BROADWAY THEATRE PALMYRA

Matinee Saturdays and Holidays
Only

Friday and Saturday, Dec. 22-23

SHIRLEY - DAY - TERRY
Music in Manhattan
"MILK AND HONEY" - "THE GREAT ESCAPE" - "THE GREAT ESCAPE" - "THE GREAT ESCAPE"

Monday and Tuesday, Dec. 25-26
Xmas Day Continuous From 2 p.m.

KING VIDOR'S PRODUCTION

AMERICAN ROMANCE
"THE GREAT ESCAPE" - "THE GREAT ESCAPE" - "THE GREAT ESCAPE"

Wednesday, December 27

BREATH-TAKING
DRAMA OF TODAY'S
HEADLONG YOUTH!

YOUTH RUNS WILD
"THE GREAT ESCAPE" - "THE GREAT ESCAPE" - "THE GREAT ESCAPE"

Thursday, December 28

THE GREAT ESCAPE
"THE GREAT ESCAPE" - "THE GREAT ESCAPE" - "THE GREAT ESCAPE"



The warmth of good fellowship and good things to you for Christmas

L. PLOTKIN

RIVERTON NEWS AGENCY

530 Main Street

Riverton



JOY BE WITH YOU
at Christmas, and throughout all the days
of the New Year to come.

JOHN H. ETRIS

HARDWARE

17 W. Broad St.

Palmyra



TO OUR FRIENDS AND CUSTOMERS

The Season's best wishes for joy and happiness.

By your thoughtfulness you have helped to
make our Christmas a merry one and we
wish the same for you, together with
a Happy New Year!

THE AGNES SHOP

9 E. Broad Street

Palmyra



SAME OLD WISH

... always new. A Joyous Christmas and
Happy New Year to You!

Broadway Theatre

Palmyra, N. J.



Salutations and Sincere
Greetings

Peace of mind,
health of body
is our Christmas
hope for you . .

The
Riverton-Palmyra
Water Co.

CHRIST CHURCH, EPISCOPAL

The Rev. John R. Crockett, Rector
Pastor

Fourth and Main Streets, Riverton

December 24—

11 a.m.—Morning Prayer.

11 p.m.—Carols.

11:15 p.m.—Midnight Communion.

The joint choirs of Christ Church, Palmyra, and Christ Church, Riverton, will sing the Midnight Eucharist. The Cross Bearers and torches will lead the choir in procession at 11:15 p.m.

December 25, 9 a.m.—Holy Communion. Organ Music.

December 26, 9 a.m.—Holy Communion. St. Stephen.

December 28, 9 a.m.—Holy Communion. Holy Innocents.

January 1, New Year—Feast of Circumcision.

9 a.m.—Holy Communion.

CHRIST CHURCH, EPISCOPAL

Parry, Avenue, Palmyra, N. J.
The Rev. John R. Crockett
Priest in Charge

December 25—

9 a.m.—Prayers. Carols.

11 p.m.—Carols (Riverton)

11:15 p.m.—Midnight Eucharist at Riverton. (Joint Choirs of our two Parishes.)

December 26, Christmas Day—

10 a.m.—Holy Communion. Choir.

December 27, Wednesday — St. John Evangelist.

December 28, Holy Innocents—7 a.m. Holy Communion.

December 31, 8 p.m.—New Year's Eve Candlelight Service.

January 1, New Year—Feast of Circumcision.

10 a.m.—Holy Communion.

BETHANY EVANGELICAL LUTHERAN CHURCH

The Rev. George T. Miller, Pastor
The Fourth Sunday in Advent

December 24

9:45 a.m.—Church School. The Hour of Instruction.

11 a.m.—The Service. Sermon by the Pastor, "The Miracle of Christmas."

11 p.m.—The Christmas Eve Candlelight Service. The Christmas Story in Scripture and Story and beautiful Christmas music by the choir under the direction of Charlotte Mathews' Gregg. Lee Milton, organist, by candlelight.

Thursday, 7:30 p.m.—The Children's Christmas Program in the Parish Hall.

During the second quarter of 1944, local relief offices distributed \$554,793 to needy clients, says the New Jersey Taxpayers Association, quoting figures of the State Municipal Aid Administration.

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Howard B. Conover, Secretary.

12-21-1-4

CINNAMINSON BANK AND TRUST CO.

Riverton, N. J.

December 19, 1944

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HOWARD B. CONOVER, Secretary.

2-12-21-25

NOTICE OF SETTLEMENT

Second and Final Account

Estate of J. Howard Davis, Deceased.

Notice is hereby given that the Second and Final Account of the subscriber, Camden Trust Company, Successor by merger to Camden Safe Deposit and Trust Company, Substituted Trustee under the Will of J. Howard Davis, Dec'd., 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 12, 1945, at 10 o'clock in the forenoon.

Camden Trust Company, Successor by merger to Camden Safe Deposit and Trust Company, Substituted Trustee.

Proctors: Hoverson and Parr.

Dated: December 9, 1944.

12-14-2-11-45



To all of the men and women in the armed forces
and to all of you at home—
Christmas Greetings

Sciulli's Shoe Service

E. SCIULLI, Prop.

105 W. Broad St., Palmyra, N. J.



STRAIGHT FROM THE HEART

Comes our Christmas Greeting to you
and all your friends.

VIRGINIA'S DRESS SHOP

535 Cinnaminson Avenue, Palmyra



Above all . . . may good cheer
and health be yours this
Christmas Season

Olds Community Garage

10 Broad Street, Riverton



We send you a message of Christmas cheer
and we wish you a season of full happiness

KESSLER'S ESSO STATION

Broad and Morgan, Palmyra



WE ARE WISHING YOU
heaps of cheer and hoping these wishes will bring
you a Merry Christmas and joy every day of
the New Year. May your voyage through
the days ahead carry you over pleasant
ways to a new and full contentment.

JOSEPH J. JOYCE

CONTRACTOR AND BUILDER

403 Howard St.

Riverton



IT'S CHRISTMAS,

and with its coming we welcome the fine spirit of
friendliness that goes with it, and are desirous of
sending this Greeting to all those whom we serve
and those we hope to serve.

W. Rex McCrosson, Inc.

REALTORS

Palmyra, N. J.

Church Notices

CENTRAL BAPTIST CHURCH
Palmyra, N. J.
Rev. S. Dan Morgan, Pastor
Sunday, December 24

The Christmas season is with us. Through the bustle and bustle of preparations for the festivities let us ever remember that long ago a baby was born in a manger, the Son of God, the Saviour of the World. "Above the Voices of the World" We hear the Angels' song; And the hate and greed of War "We know that love is strong." For long ago God dreamed a dream Of peace, good will to men. He knows men will remember And dream His dream again.

Today we pray for peace and good will to all men; for the safety and well-being of the many loved ones who are far from home. From the lips of all rises this hymn. "O God of love, O king of peace Make wars through all the world to cease."

The wrath of sinful men restrain Give peace, O God, give peace again. Then evermore shall rise to thee Glad hymns of praise from land and sea.

When there is joy in the heart a song lifts to the sky. Soon this happy occasion we will worship and praise God in music. The Central Baptist Choir will render a number of beautiful Christmas anthems, directed by Mr. C. Y. Barto, with Mrs. A. E. Lilley at the console. Rev. Morgan will deliver a Christmas sermonette.

At the evening service the Choir will again present a musical program of selected Christmas Anthems. To these services the public is cordially invited.

Order of Sunday Services—
Church School, 10:00 a.m.
Morning Worship, 11:15 a.m.
B.Y.F., 6:45 p.m.
Evening Worship, 7:45 p.m.

Wednesday, 8 p.m., Mid-week Prayer and Praise service.

Thursday, 8 p.m., Choir rehearsal. Service Man of the Week Captain Dean H. LeFavor, MC A.S.N.O. 193234
69th Station Hospital
A.P.O. 369, Postmaster
New York, N. Y.

YWCA NOTES

The Burlington County Young Women's Christian Association will hold its annual meeting and dinner at the First Methodist Church, Mt. Holly, Tuesday evening, January 9. Mrs. G. Elliott Krusen of Delanco, chairman of the county membership committee, announces that dinner arrangements are being made through Mrs. Richard B. Eckman, Mrs. Lawrence Johnson, Mrs. Ernest L. Saul, Miss Beatrice Shadell and Mrs. Samuel Stanton, all of Mt. Holly.



Matinee Daily 1:30
Continuous Showing Saturday
from 1:30, Sunday from 2 p.m.

Friday and Saturday, Dec. 22-23

There are a million guys like
Sally... and a million
girls like Anna.

KING VIDOR'S
"An AMERICAN
Romance"
STARRING
BRIAN DONLEVY
ANN RICHARDS
Screen Play by Herbert Dalmas
and William Ludwig
Produced and Directed by
KING VIDOR

Sunday (Only) December 24

BREATH-TAKING
DRAMA OF TODAY'S
HEADLONG YOUTH!
Youth
RUNS
WILD
DONITA
GRANVILLE
KENT SMITH
JEAN BROOKS
GLENN VERNON
TESSA BRIND
Followed by the stories
by MISS DOROTHY L. FOSTER

Xmas Day (Only), December 25
GALA HOLIDAY HIT
Continuous From 2 p.m.

Chas. B. Rogers
who has been
singing in
JAN. BOWELL
Chas. B. Rogers
radio show

SONG of the
OPEN ROAD

EDGAR BERGEN
CHARLIE MCCARTHY
DONITA GRANVILLE
W. C. FIELDS
SAMMY KAYE
JANE POWELL

Tuesday (Only) December 26
2-BIG FEATURES-2
Dead End Kids

BLOCK
BUSTERS

That's My Baby
ARLEN DREW
A Musical Drama

Wed. and Thur., December 27-28

THE TOUGHEST GUYS
IN UNIFORM

EDWARD SMALL presents
WILLIAM DENIX
HELEN WALKER
DENNIS O'KEEFE
ABROAD
with
TWO YANKS
John Lederer - Jack Lumbard - George Cleveland

In the fiscal year 1944 a total of 40 billion dollars was collected in taxes by the Federal government. total, as during 1940 less than six billion dollars were collected, points out the New Jersey Taxpayers Association.



The Season's Greetings to you
... good cheer, health
and happiness.

GLORY-EL SHOP

3 E. BROAD STREET PALMYRA

THE POULTRY HOUSE

33 SCOTT STREET, RIVERSIDE, N. J.

CHICKENS—ROASTING

STEERING
FRYING

CUT-UP CHICKENS

Farm Fresh Eggs doz. 70c - 63c - 52c

Love
and
RESPECT

Can Never Be
Reduced To A Pattern

When a Loved One passes away no perfunctory, standardized service can express the family's love and respect.

No Ready-Made Funeral, rendered in a matter-of-course fashion, can ever take the place of a conscientiously planned and personally directed service—one that especially meets a family's particular requirements.

Whatever Price the family chooses to pay, it receives the unrestricted benefits of our knowledge, experience and modern equipment.

SNOVER
FUNERAL HOME, INC.
PHONE RIVINGTON 0630 - PALMYRA, N.J.

PHILA.
MARKET
HOUSE

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

FANCY WHITE ONIONS
for Creaming 25c

New White or Yellow
TURNIPS 15c

Fancy Red
CRANBERRIES 44c

Fancy Tender
PASCHAL CELERY
Lg. Stalk 15c and 19c

Bunch HEARTS 29c

CALIF. FRESH PEAS 25c

FRESH CLEAN SPINACH 29c

SWEET POTATOES
OR YAMS 25c

Indian River
Florida ORANGES
Doz. 29c, 39c, 49c

WINESAP APPLES 25c

SEEDLESS
GRAPEFRUIT
3 for 29c
4 for 29c

Calif. Soft Shell
ENGLISH WALNUTS 49c

Plain OLIVES Jar 29c

Stuffed OLIVES Jar 39c

CRANBERRY SAUCE 25c

40 Points

KELLOGG'S PEACHES
Sliced or Halved 29c

Size 2½ Can 60 Points

Kellogg's or Brick's
MINCE MEAT 59c

2 lb Jar

Lg. Can PUMPKIN 19c

3 for 55c

Strictly Fresh
White or Brown Shell
EGGS 65c

Blue Bonnet
MARGARINE 25c

2 Points

BLUE CHEESE 20c

10 Points

FILLET OF HADDOCK 49c

FRESH BLUEFISH 49c

SPANISH MACKEREL 35c

PORGIES 35c

Swift Premium
SHOULDERS OF LAMB 35c

Swift Premium
SMOKED TONGUES
4-5 Pound Avg. 49c

VEAL ROAST
5-6 lb Avg. 37c

Swift Premium
RIB LAMB CHOPS 31c

BUY
U. S. WAR SAVINGS
BONDS AND
STAMPS

55th Year, No. 41

THE NEW ERA, THURSDAY, DECEMBER 28, 1944

PRICE FIVE CENTS

Happy NEW YEAR

FINE RECORD IN
WAR FUND DRIVE

Your National War Fund-Community Chest Committee this year desires to take this opportunity to thank the people of Riverton and Cinnaminson Township for their support in our National War Fund Goal, and making it possible to give the same amount of money as last year to our five local charities plus \$400 to the Y.W.C.A. which this year was added to our Community Chest.

The Committee wishes to congratulate and thank all of the captains and their workers for the fine work of soliciting they did, the "Special Gifts" Committee, and the Boy Scouts for distributing the circular letters in Riverton and Cinnaminson Township.

Everyone connected with the drive surely did their part and your committee greatly appreciates the effort on the part of all in making the drive successful.

J. E. LIPPINCOTT,
Chairman.

Financial Report

Total Cash Received \$11,939.60
Pledges 297.00
Expenses, \$53.50
Zurbrugg Hospital, \$13.55
Burlington Co. Hospital, \$747.64
Cinn. Home, \$46.51
Visiting Nurse, \$1,797.41
Family Council, \$1,643.35
Y.W.C.A., \$400.00
National War Fund, \$6,347.64
Total \$11,939.60

FILSON GRAFF,
Treasurer.

NOTICE

During the illness of Dr. J. Rowland Dey his practice at his office, 419 Linden avenue, Riverton, will be conducted by Dr. R. W. Teague. Phone Riverton 0930 for appointments.

SCRAP COLLECTION

Saturday, Dec. 30
Linden avenue, both sides of railroad.

Elm avenue, both sides of railroad.
All cross streets between these two avenues.

V.F.W. POST TO
MEET ON DEC. 31

Sunday afternoon, December 31, at 1 p.m. the monthly meeting of the Tri-Borough Post No. 1931 Veterans of Foreign Wars, will be held in the Riverton Fire House.

The session will be under the direction of State and County officials. Plans for the Institution of the Post will be made at this meeting, also nomination and election of officers will be held. Officers elected will serve until the regular election in March, and installation in April.

Any Veteran who has served in a foreign campaign and who has been awarded a medal or bar for such service and is eligible for membership in the Post is cordially invited to become a member. The Post has members at present from three Wars and at every meeting the number increases.

Several service men who are home on leave expect to attend this affair and have expressed the desire to become members of the local Post.

Mrs. Earl Williams, of Thomas avenue, Riverton, has received word from David Blyler that he has been promoted to the rank of Sergeant. Sgt. Blyler has been in France since October, 1943, and has acted as interpreter for his associates during that time.

NEW YEAR'S PARTY
AT COUNTRY CLUB

A gala affair has been planned for New Year's Eve at the Riverton Country Club where a large attendance is expected to usher in 1945.

There will be dancing to the music of Conway's Rhythm Boys, favors, door prizes and other features, including a fine breakfast served in the excellent club style.

LEGION NEWS

W. Paul Van Sant of the Frederick M. Rodgers Post, American Legion, acknowledges with gratitude the gifts of the Legionnaires and other citizens of Riverton, Palmyra and Cinnaminson, which will be given at Christmas to wounded and convalescent patients in Army hospitals by the Legion.

Legionnaire Frank A. Mathews, Jr., returned from a visit to National Headquarters in Indianapolis with detailed information of the many services being rendered to the veterans of this war by the American Legion. Among the outstanding contributions of the Legion is the program of encouragement to veterans who have lost limbs in action, by visits to Army and Navy hospitals by two representatives of the Legion, who, themselves, lost their arms in World War I and who completely overcame their handicap by the use of artificial arms.

GRADUATES FROM
ARMY SCHOOL

Officer Candidates became Second Lieutenants at the graduation exercises of the Chemical Warfare Service Officer Candidate School, Edgewood Arsenal, Md., last week. They were chosen from the ranks for this training by their superior officers because of excellence in military record, education and character. Edgewood Arsenal has the only Chemical Warfare Officer Candidate School in the country and these graduates are experts in offensive and defensive chemical warfare.

Among those graduating was John M. Longstreet, of 624 Elm terrace, Riverton. He attended the University of Pennsylvania and before entering the Army, was an assistant purchasing agent with Frank W. Winne, Philadelphia, Penna.

HENRY P. VAN STEENBERGH

Services for Henry P. Van Steenberg, who died in Teaneck, N. J., on December 25th, were held at Snover Funeral Home on Thursday, December 28, at 2 p.m. Interment was in Lakeview Memorial Park, the Rev. John Crockett of Christ Episcopal Church, officiating.

Mr. Van Steenberg, who for many years resided at 915 Lincoln avenue is survived by his wife Olive Barrett Van Steenberg and two daughters.

SGT. F. C. ATKINSON, JR.

Sergeant Frederick C. Atkinson, Jr., of 618 Indiana avenue, Trenton, N. J., died in the New Jersey State Police force since 1929, died Tuesday at St. Francis Hospital.

Sergeant Atkinson had been in charge of the Riverton barracks for the last 18 months. Prior to joining the State Police, he was an aircraft mechanic at Cleveland.

Surviving are his wife, Helene; a son, Frederick C. Atkinson, Jr., and a daughter, Mrs. Atkinson, all of Trenton, N. J.

Also it is my hope that many of our better citizens who, as yet, have made no contribution to the Honor Roll may be stirred to duplicate my contribution. There is, however, one

WOOD RECEIVES
THE BRONZE STAR

For "meritorious service against the enemy" on the Western Front, Captain James A. E. Wood, son of Mr. Alexander C. Wood, Sr., of Riverton Road, Riverton, has been awarded the Bronze Star.

The official citation reads: "During the period August 6 to November 23, Capt. Wood distinguished himself in his duties as assistant personnel officer of the 80th Infantry Division. Under constant combat conditions during this period, Capt. Wood proved himself a major factor in the accomplishment of the many complex problems relative to the personnel section. His tact, initiative, resourcefulness and sincere devotion to duty reflect great credit upon himself and the armed forces of the United States."

Capt. Wood was graduated from Harvard University in 1937.

PRAISES HONOR ROLL

The following letter has been received by Riverton Memorial Post: Riverton, N. J.
December 15, 1944.
The Riverton Memorial Post, Riverton, New Jersey.

This week I returned to Riverton after an absence of several years and had no sooner stepped off the train than I was struck by the handsome Honor Roll which faced me. It is a remarkable improvement to the center of our town and already shows what a beauty spot it will be when completed and landscaped.

As a matter of fact, I was so impressed by your project that I made careful inquiry regarding your organization and its aims and I was deeply amazed and shocked to learn that in some quarters your organization is being criticized for attempting to better our own community. Drawing upon my own past experiences, I cannot help but feel that the people of Riverton have, all too frequently, given to projects outside our town rather than to activities within the Borough.

Assuming that my family and neighbors contribute some five thousand dollars a year to support the county Y.M.C.A., the Boy and Girl Scouts and other similar organizations, and assuming that we have made such contributions for well over half a century, it becomes immediately apparent that we have little indeed, to show for our hundred thousand dollars or more.

That is why I am so delighted to learn that the people of Riverton, under your leadership, are at last doing something to pay tribute to our own young men and women who have left their comfortable homes to live through the horrors and sacrifices of war. I hope yours is but the forerunner of many similar activities in which our own community may benefit by our own gifts.

As a token of my belief in this policy I am enclosing my gift of two hundred and fifty dollars which, I am told, is the price you are paying for the lot upon which the Honor Roll is built. I am doing this because I feel my parents would like to share in the reviving spirit of community betterment in Riverton and that the money they left in my keeping has helped to create and foster this spirit as it existed in the old days.

Also it is my hope that many of our better citizens who, as yet, have made no contribution to the Honor Roll may be stirred to duplicate my contribution. There is, however, one

ENGAGED

Mr. and Mrs. Clarence W. Rodman, of Riverton, announce the engagement of their daughter, Miss June E. S. Rodman and Lieutenant Henry Robb Hathaway, Jr., son of Mr. and Mrs. Henry Robb Hathaway, of Moorestown. Lieutenant Hathaway is serving overseas with the Air Corps, Army of the United States.

THE PORCH CLUB

At the Porch Club Music Day, Tuesday, January 2, 1945, Mrs. Joseph Siddall will be in charge of the program, and the very versatile Mrs. Roger List has been engaged to supply the entertainment with her special piano arrangement called "Wild Music."

All members and their friends are cordially invited to attend.

HONOR ROLL AND HIGH

HONOR ROLL
Palmyra High School
Seniors

Honor—
Joan Bailey
Marjorie Knight
Jacqueline Stevenson
Joan Teeple
Alan Thompson

High Honor—
Eileen Bertrand
Thomas Schwink
Virginia Woodward
Juniors

Honor—
Royal Farrow
Betty Gulden
Doris Jones
Leona Malinowski
Franklin Perkins
Joan Russ
Lewis Wence
Priscilla Woodward
High Honor—
Hamilton Carson
William Langenberg
Verna Schmidt
Joshua Shimomura
Carolyn White
Sophomores

Honor—
Jennie Casini
Robert Farrow
Evelyn Laning
High Honor—
Cy Devery
Richard Eberly
Donald Garwood
Dolly Marshall
Henry Stranahan
Roland Werner

In the 1942-43 fiscal year, New Jersey spent \$10,585,251 for hospitals and institutions for the handicapped, according to the New Jersey Taxpayers Association. Twenty per cent of this sum was paid to municipalities and counties as state aid in operation of county hospitals.

restriction placed upon this donation which others may care to follow. Under no circumstances is my name, nor the name of my family, to be revealed to the public nor associated with the plot of ground which it will purchase. If that plot is to have a name, it is my hope that your associates within the American Legion will reconsider their attitude toward the Riverton Memorial Post and make your organization a part of that splendid movement. I have long felt that Riverton was in sore need of its own Post in the Legion and I sincerely trust your splendid group will be accepted by the American Legion as the Riverton Post.

If you see fit, you have my permission to publish this letter, but the signature is to be omitted.

With best wishes to you gentlemen for the Christmas Season, I am
Very truly yours,
(Signature omitted)

Thank You, Captain
John R. Siddall

The following letter which is greatly appreciated by The New Era, is self-explanatory:

The Editor,
The New Era,

For some time I have been receiving The New Era mailed from my home and it seems to me that I should write and tell you what it means to be able to read a local paper that is not full of war news but has all the events of the town where I live and the happenings of the people I know.

This will be the third Christmas holiday that I have spent in Africa. The first was in Cairo but now I am stationed on the West Coast of Africa and only the Atlantic is between me and home (but what a swim!). Since it is not possible for me to say Merry Christmas and Happy New Year to you and all my friends at home, God bless you one and all. Sincerely,
CAPTAIN JOHN R. SIDDALL

NEWCOMB SPEAKS
TO ROTARIANS

Dr. Marcus Newcomb, widely known champion of New Jersey's fight against tuberculosis and head of the New Lisbon Sanatorium, spoke last week to the local Rotary Club on the progress of that fight and what yet remains to be done.

As president of the Burlington County Tuberculosis League, Dr. Newcomb is in position to speak with authority on his life work. In describing where the money went, he said that the sale of seals supported the search for active cases, treatments, health programs, health education and mass x-ray work. Of the receipts, 85 per cent are spent in the county, 10 per cent goes to the state organization and 5 per cent to the national organization, but 100 cents out of every dollar is spent to prevent tuberculosis.

Dr. Newcomb was very emphatic in emphasizing the fact that the disease is preventable, that it is not inherited, and that it is curable, but that every active case was a source of infection as dangerous as carriers of diphtheria or smallpox. More modern methods of identification or of treatment have since 1917 reduced by 50 per cent the number of cases in Burlington County. In 1917 there were 111 deaths in the county from the disease, and in 1943 there were but 47 deaths. Despite this reduction, the disease continues. One of the chief functions of the visiting nurses is to try to find sources of infection.

Dr. Newcomb stressed the value of x-ray pictures taken in the schools and pointed out that every cent spent will be paid back a hundred fold in the course of twenty years. While more than \$2,000,000 has been appropriated by the state for the Fairview Sanatorium, in the course of the past twenty-five years, nearly \$1,500,000 has been turned back to the County Treasurer from receipts from residents outside the county who have been hospitalized there. The cost for county patients, therefore, is very low.

One of the greatest handicaps leaders of the fight against tuberculosis face is the lack of a law to stop patients with active cases of tuberculosis from leaving institutions. One such source of infection can spread the disease faster than all the curative agencies we have. A number of cases and a few slides have been shown and Dr. Newcomb asked for

NOTICE

CINNAMINSON BANK AND TRUST CO.
Riverton, New Jersey
The annual meeting of the stockholders of the Cinnaminson Bank and Trust Company will be held at its Banking House, on Tuesday, January 3, 1945, 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.

12-21-14

OLDSMOBILE

MAKE THIS ITS HOME

OLDS COMMUNITY GARAGE

Authorized Oldsmobile Sales and Service
REPAIRS AND LUBRICATION ON ALL CARS
10 E. Broad St., Riverton
Phone Riv. 1212

CINNAMINSON BANK AND TRUST CO.

Riverton, N. J.

December 19, 1944

At a meeting of the Board of Directors held today a dividend of 1 1/2 percent was declared, payable, January 2, 1945, to stockholders of record December 29, 1944.

HOWARD B. CONOVER, Secretary.

21 12-21-28

NOTICE OF SETTLEMENT

Second and Final Account
Estate of J. Howard Davis, Deceased.
Notice is hereby given that the Second and Final Account of the executor, Camden Trust Company, Successor by merger to Camden Safe Deposit and Trust Company, Substituted Trustee under the Will of J. Howard Davis, Dec'd., 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 18, 1945, at 10 o'clock in the forenoon. Camden Trust Company, Successor by merger to Camden Safe Deposit and Trust Company, Substituted Trustee.
Proctors: Norcross and Farr.
Dated: December 9, 1944
12-14-11-15

ABOUT TOWN

Mr. and Mrs. Karl W. Latch, son, Mr. Robert Latch, formerly of Riverton, N. J., and Chicago, Ill., who now reside in Madison, N. J., visited friends in Riverton on Christmas Day.

There were the usual number of open-house parties Christmas Eve with many local residents entertaining.

St. Agnes Guild will meet January 17th at 2:30 p.m. in the Parish House instead of the usual first Wednesday of the month.

The churches in this vicinity that

WALTER H. CUMMINGS

General Insurance

Real Service — Low Rates
Office — 426 Garfield Ave., Palmyra
Phone Riv. 0797

Be More Comfortable

AND BURN LESS FUEL

BY INSTALLING OUR

STORM SASH NOW.

Full Line in Stock

J. T. Evans Co.

Riverton
0302
Joa. F. Yearly, Mgr.

Vita-Var Paints — Window Glass
Rock Wool Insulation, etc.

Evans' Service Station

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

With many Housewives engaged in Wartime Activities, together with the shortage of Domestic Help, care of the home laundry is a greater problem than ever before.
Let us help you solve this problem.

RIVERTON LAUNDRY

Phone Riverton 0972
N. KUENSSELL, Prop.

Government Officials State That Laundries Are Essential to the War Effort.

Church Notices

WESTFIELD FRIENDS MEETING

Burlington Pike
Sunday Morning
10 a.m.—First-day School
Meeting for Worship—11 a.m.

CHRISTIAN SCIENCE CHURCH

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

Sunday School, 9:30 a.m.
Sunday Services, 11:00 a.m.
Wednesday, 8:00 p.m.
Reading Room in Church Building,
Thomas Avenue and Seventh Street,
Riverton open Tuesday and Friday,
8:30 to 4:30 p.m.

SACRED HEART CHURCH

Fourth Street and Linden Avenue
Riverton, N. J.

Rev. William F. Quinn, Pastor
Rev. Arthur J. St. Laurent
Assistant Pastor

Sunday Masses—7, 8, 9, and 10:30.
Daily Mass—7.

The 7 o'clock Mass on each Monday morning is said for the special intention of those members of the Parish who are now members of the Armed Forces of our country.

Confessions on Saturdays and days appointed at 4 o'clock to 5:45 and, 7:20 to 9 in the evening.

Administration of the Sacrament of Baptism on Sundays at 2 o'clock. Phone Riv. 0090 for appointment.

Devotions for those in the Armed Forces and in honor of Our Lady of the Miraculous Medal Sundays at 8:00.

Monthly Communion Sundays: The Altar Society on the 1st Sunday. The Holy Name Society and Knights of Columbus on the 2nd Sunday.

EPWORTH METHODIST CHURCH

Fifth Street and Morgan Avenue
Palmyra, N. J.

The Rev. William Neal Raver
Pastor

Services of worship for the Sunday after Christmas will be held at 11 a.m. and 7:45 p.m. The ministry of music will be by the Senior and Chancel Choirs under the direction of Mrs. Rachel Lord. Anthems to be offered include the "Magnificat" by Stoltz, "Love Came Down at Christmas," "Adore and Be Still" by Gounod and "How Radiant Shines the Star" by the Male Quartette. In

the morning the minister's sermon theme will be "The Chance of a Lifetime." In the evening a service of remembrance will be observed for the members of Epworth Church who did during the year: Margaret Strable, Elizabeth Shappell, Clara Jewett, Zennie Orcutt, Elizabeth Haring, Joseph E. Liming, Margaret A. Weller, Lillian L. Smith and Rev. F. E. Mosha.

The Church School convenes at 9:45 with classes for all age groups. The Methodist Youth Fellowship will meet at 7 p.m. A Church Nursery is conducted each Sunday during the hour of morning worship. Mrs. Rae and her daughter Eileen will supervise the nursery this Sunday.

The Church Calendar for the week of December 31st is as follows:

WANT ADS

SEWING MACHINES Repaired, bought and sold. Write or phone, Thomas Aiello, 219 Cooper street, Beverly, N. J. Phone Beverly 524. 4-6-5

SALES LADIES WANTED. Full or part time. Apply Palmyra 5 and 10c Store, Broad St., Palmyra.

FOR LAUNDRY SERVICE and Dry Cleaning—Phone Riv. 1186-W. The Palmyra Laundry.

WANTED. Clean wiping rags free from lint, 5c per lb. The New Era, Inc., 609 Main St., Riverton.

WE BUY, SERVICE AND REPAIR washers and vacuum cleaners, parts for all makes, bags, belts and brushes. Jay-Eff-Emm, 241 Pavilion avenue, Riverside. Store phone 0075, home phone 1009-M.

RENT: Porch Club is available for rental. Contact Mrs. George Bonnet, 309 Second street, Riverton. Telephone Riv. 0621.

ELECTRICAL WIRING and repairs of all kinds. For service call H. Knight, Riv. 0152. 4t

SALE Saturday, Dec. 30, 10 a.m. 4 p.m. Household furniture and personal belongings. Laura Biddle, 607 Bank avenue, Riverton.

WILL BUY roasting, frying and stewing chickens. Write The Poultry House, 33 Scott St., Riverside, or phone Riverside 0586 after 6 o'clock. 4t 12-28-1-18

FOR SALE: Seasoned apple wood for stove or fireplace delivered by the cord. H. H. Albertson, Green Hill Farm, Burlington, N. J. Phone 342-M. 12-28-2-1

BUSINESS DIRECTORY

RAPID REFERENCE TO RELIABLE BUSINESS HOUSES

AUTOMOBILES

SALES SERVICE
Moorestown Motor Co., Inc.
219 West Main St., Moorestown
Phone Moorestown 0077 or 0485

AUTO-SERVICE

MARFAK LUBRICATION
CARS WASHED
Firestone Tires—Batteries
Burke's Service Station
Broad and Linden
Riverton
Phone 1562

ESSO

WOOLSTON'S ESSO STATION
● ESSO GASOLINE and OILS
● BRAKE and LIGHT SERVICE
● LUBRICATION - WASHING
● IGNITION and BATTERY SERVICE
● GENERAL REPAIRING
THE ONLY COMPLETE ONE-STOP SERVICE STATION
MAIN AND HOWARD STREETS
RIVERTON
Cars Called For and Delivered
Phone Riverton 9367

BANKS

CINNAMINSON BANK & TRUST CO.
The Friendly Bank
Member FDIC
Main at Harrison Street
RIVERTON

BARBERS

RAY BANKS
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Phone Riverton 0285

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Evenings 0644

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All kinds of Orthopedic Shoe Work
Dr. Scholl's Foot Remedies

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Telephone Riverton 0647

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PETRO-NO-KOL OIL BURNERS
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Delco Oil Burners
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and the Complete NORGE LINE
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ZENITH RADIOS
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Incorporated
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Phone Riverton 500

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BEST WISHES

TO GREET YOU at this Holiday Season and wish you happiness in the New Year.

TO THANK YOU . . . for your splendid patronage during the year just ended.

The Mildred Shop
COLLINS BUILDING RIVERTON

Tuesday at 8 Official Board Meeting in the Guild Room.
Wednesday at 12:30 Women's Society covered dish luncheon followed by the regular meeting with the installation of new officers by the Pastor.

Wednesday at 3:45—Chancel Choir rehearsal.

Wednesday at 7:30 Mid-Week Service in the Chapel.

Wednesday at 8:15 Senior Choir rehearsal.

Robert Strahan will be the Minute Man speaking this Sunday morning for the Crusade for Christ.

The Altar Flowers last Sunday were given by Mrs. Bertram Horner in memory of her mother.

WESLEYAN MEN'S BIBLE CLASS

Epworth Methodist Church
Men of the community are invited every Sunday morning at 9:45 and for only one hour. The teaching staff comprises men of various faiths.

The Rev. W. Neal Raver will address the class this Sunday.

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

"God" is the Lesson-Sermon subject for Sunday, January 7.

Golden Text: "Look unto me, and be ye saved, all the ends of the earth: for I am God, and there is none else." (Isa. 45:22)

Sermon. Passages from the King James version of the Bible include: "I am the Lord, and there is none else, there is no God beside me: I girded thee, thou hast not known

me." (Isa. 45:5) "As one whom his mother comforteth, so will I comfort you; . . ." (Isa. 66:13) Correlative passages from "Science and Health with Key to the Scriptures" by Mary Baker Eddy include:

"Father-Mother is the name for Deity, which indicates His tender relationship to His spiritual creation." (p. 332) "God is the creator of man, and the divine Principle of man remaining perfect, the divine idea or reflection, man, remains perfect." (p. 470)

On Thursday evening, December 21st, several of his friends were entertained at dinner, among them being Ac-T Norman DeLaney; Lt. George Durgin, who has recently returned from overseas; Reverend Edmund Turnock, Jr., and Corp. William Evans.

Sgt. Thielberg King, Jr., son of Mr. and Mrs. Thielberg King, 406 Main street, Riverton, has arrived home after 30 months service in the European war area.

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On Thursday evening

CENTRAL BAPTIST CHURCH
Palmyra, N. J.
Rev. & Mrs. Margaret Foster

The universal wish by the majority of the members of the Central Baptist Church of Palmyra, N. J., for the New Year is that it will bring us a happy and victorious New Year. It has been a year of unusual conditions, and during about this condition, many of our friends and churchmen, etc., with their families, have been disappointed in their success. Even the Welshmen, who are usually successful, have not succeeded just around the corner as they have in the past. We have been disappointed, Victory and Peace have not come, and we must face this fact, but there is still a way, and that is to go to Him, the only one who is able to bring to fruition all our wishes that are on every heart. When the doors are opened, and the church is again victorious, then Victory and Peace will come to us. It was in 1945, if it is not too late, that we have come to our senses, and we have seen one, "Central Baptists" welcomed to its services every Wednesday evening, and on Sunday from 10 o'clock to 12 noon, and on the morning until 9:45 in the evening.

[illegible]Maine Saturdays and Holidays
Only

Friday and Saturday, Dec. 29-30
Matinee Fri. and Sat. at 2 p.m.

Monday, January 1
Continuous Performance New York

Monday, January 1
Continuous Performance New York

ues, Wed, Thurs,
an. 2-3-4

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an. 2-3-4

—KINDLY NOTE—
Feature Time—6:15 and 9:15

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Feature Time—6:15 and 9:15

Shredding Chicken 1 lb. 41¢ Ground Beef 1 lb. 25¢ Beef Tongues 1 lb. 33¢ Flanksteaks 1 lb. 35¢ Fresh Saffle 2 to 2 1/2 23¢ Baked Loaf 1 lb. 24¢ Lamb Liver 1 lb. 31¢ Heavy Mutton Ste Shredded 1 lb. 35¢ Large Mackerel 1 lb. 19¢ Steaming Oysters 1 lb. 25¢	Harvard "Tender" Sausage Bread 24 lbs. 12¢ Bread 7 lbs. 15¢ Bread Crumbs 1 lb. 15¢ Pean Rings 1 lb. 23¢ Pound Cake 1 lb. 20¢ Marcel Enriched Rye Bread 1 lb. 11¢ Swift's (2 1/2 cent, 5cc) Blond Lard 1 lb. 18¢ Swift's Spread Velvetina 1 lb. 19¢ Standard Pabst-cott 1 lb. 18¢	Mid and Mellow Coffee 3 1/2 lbs. 51¢ Eight O'Clock 2 1/2 lbs. 41¢ Red Circle 2 1/2 lbs. 47¢ Bokan 2 1/2 lbs. 51¢ McCauley's Pure Extract 1/2 lb. 67¢ Vanilla 1 lb. 19¢ Ivory Flakes 1 lb. 23¢ Duz Does Everything 1 lb. 23¢	Vegetable Shortening Crisco 1 lb. 24¢ Octagon 1 lb. 14¢ Washing Soap 1 lb. 14¢ Magic Washer 1 lb. 22¢ Nola Flakes 1 lb. 23¢	Crucified Soap Oxydol 1 lb. 23¢ Octagon 1 lb. 16¢ Sweetheart 1 lb. 13¢ Toilet Soap 1 lb. 11¢
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chairman of the Tri-Borough District of the Burlington County Council Boy Scouts of America at its annual

chairman of the Tri-Borough District of the Burlington County Council Boy Scouts of America at its annual

CO

CO

10 points on
eggs
EGGS for meal?
70c-63c-52c doz

IMPORTANT:

IMPORTANT:

WE WISH TO EXTEND TO ALL
OUR BEST WISHES FOR THE NEW YEAR.

WE WISH TO EXTEND TO ALL
OUR BEST WISHES FOR THE NEW YEAR.

IV

IV

Victorious New Year, we want to wish—
in the hearts of Americans—no wish is more significant
at this time, And we trust that the New Year will

Victorious New Year, we want to wish—
in the hearts of Americans—no wish is more significant
at this time, And we trust that the New Year will

[illegible]

THE NEW ERA

Published Every Thursday at 900 Main Street
RIVERTON, N. J.
Entered at the Post Office at Second Class Matter
Postpaid at Riverton, N. J.
WALTER L. BOWEN, Editor
R. W. METZGER, Associate Editor
4 Second Street, Riverton
Phone 405

Subscription \$2.50 a Year in Advance
Advertising Rates on Application

PRINTING

The New Era Office is equipped to do all kinds of fine printing at reasonable prices.

LEGAL ADVERTISEMENTS

The New Era is a Legal Newspaper. Courtship, Divorce, and other legal advertisements are published at reasonable rates. The New Era will accept no advertising in this connection.



COMMENTS

It is probable that you should not have been so much surprised at the reaction to the editorial regarding the situation in the country. It is a case of every body's business but no one's business.

As you wish to register a strong opinion on the situation in the country, you should not be surprised at the reaction to the editorial regarding the situation in the country. It is a case of every body's business but no one's business.

After being ground under German domination for years, one might find

NEEDS

Wanted: One young man of 18, 5' 10", 150 lbs., intelligent, to work on government work. Good pay. Please write to: **King Hosiery Mills**, Dept. B, East River, N. J.

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Spotlight

On Small Business

Small business has been an American war casualty. But it will bounce back, stronger than ever. Cash will be one commodity every small business will need, and we are going to supply it wherever we possibly can. It's not too soon to discuss your future plans with us, and arrange for the financing you are sure to need later on.

CINNAMINSON BANK & TRUST CO.

RIVERTON, N. J.

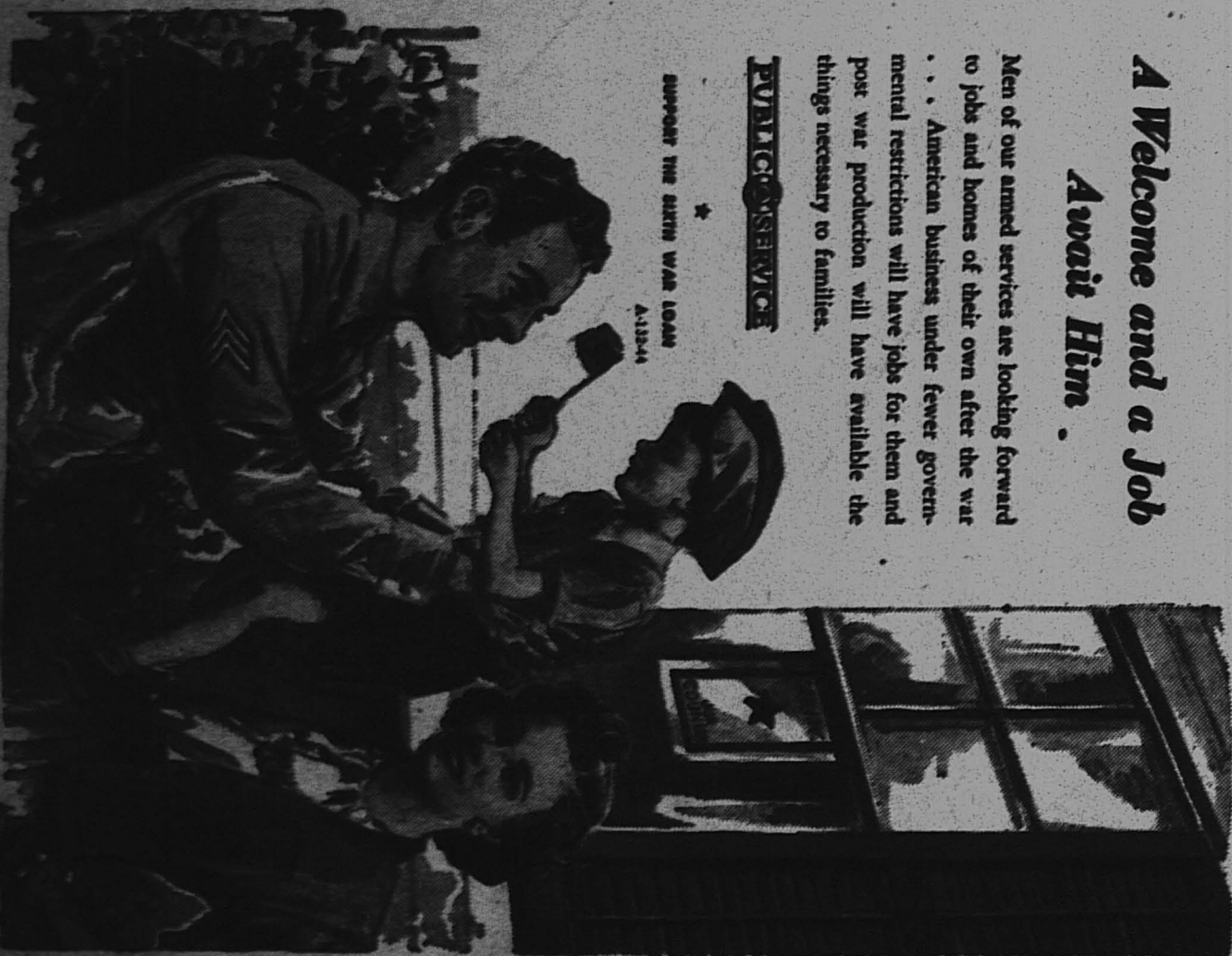
A Welcome and a Job Await Him.

Men of our armed services are looking forward to jobs and homes of their own after the war. . . . American business under fewer governmental restrictions will have jobs for them and post war production will have available the things necessary to families.

PUBLIC SERVICE

SUPPORT THE SIXTH WAR LOAN

A-1234



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COMMENTS

Children attempting to look upon with their eyes on the rear of cars were a terrible hazard during the recent holiday season. Their total disregard for the situation was worse than ever before and it certainly is a hazard that must be removed from the highways of the street community.

Mr. and Mrs. John W. Metcalf of Clinton, Pa., formerly of Palmyra, N. J., announce the engagement of their daughter, Dorothy Metcalf, to Paul Eugene Frederick C. Freeman, Jr., son of Mr. and Mrs. Frederick C. Freeman, of 400 Linden Avenue, Riverton, N. J.

Scull's Shoe Service
185 W. Broad St., Palmyra, N. J.
ALL KINDS OF FOOTWEAR REPAIRED OR RESULT
35 YEARS' EXPERIENCE
Daily 8 a.m. to 8 p.m.
Friday and Saturday 8 a.m. to 3 p.m.

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MEN and WOMEN

FOR BOX SHOP

MEN for PAPER MILL

APPLY

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Delair, N. J.

NO HOLIDAY FOR RIVERTON BOYS

The local Junior Board will be open during the usual hours on Thursday, January 1, according to an announcement made this week. The board meeting usually held for January will be held Wednesday evening.

New Jersey was the first state in the nation to participate in the building of public roads, says the New Jersey Transportation Association. An act passed by the legislature in 1891 provided for the building of a system of roads for the state.



COAT LAST

PLACE your winter coat orders as early as you can. That's why planning; but plan too by making that coat last as long as you can. Keep doors and windows shut; insulate to avoid heat waste; replace cracked windowpanes. It's "more warmth—less coal, with best control."

H. B. WILLIAMS

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Palmyra, N. J.
Phone Riverton 1100

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RIVERTON, N. J.



Spotlight

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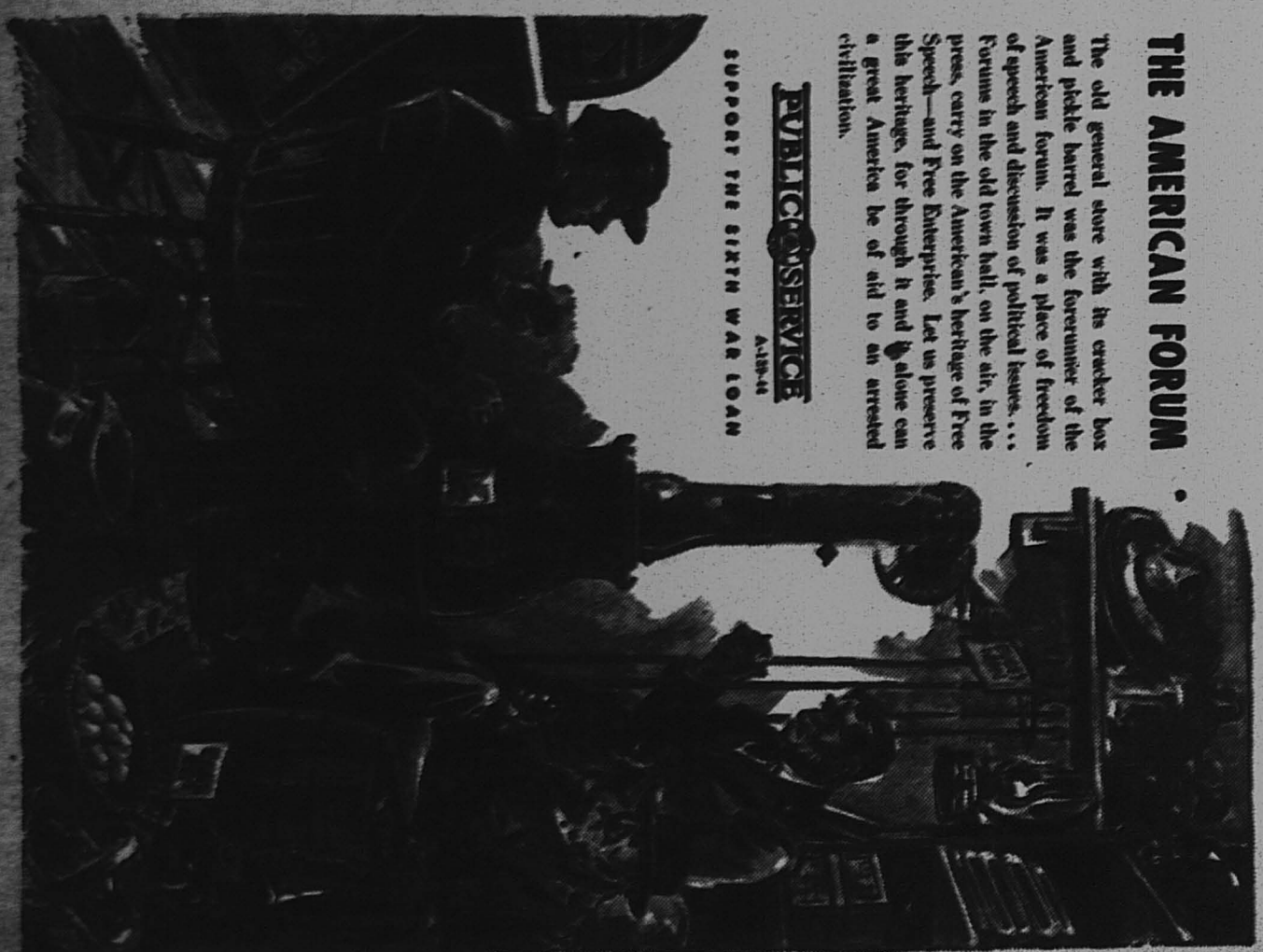
THE AMERICAN FORUM

The old general store with its cracker box and pickle barrel was the forerunner of the American forum. It was a place of freedom of speech and discussion of political issues. . . . Fortunes in the old town hall, on the air, in the press, carry on the American's heritage of Free Speech—and Free Enterprise. Let us preserve this heritage, for through it and by alone can a great America be of aid to an arrested civilization.

PUBLIC SERVICE

SUPPORT THE SIXTH WAR LOAN

A-1234





PALMYRA SCHOOL NOTES

Work Coordinator Plan

According to the plan of the Board of Education adopted last August, Palmyra High School has launched upon an extensive program of coordination of School and Industry. Approved by the State Department of Education, this plan has wisely taken shape and, at present, is well under way. Mr. Edwin Kreps of the High School faculty who has had five summers experience as a supervisor of employment, was appointed Work Coordinator at the initial meeting of the Board.

He states that the plan serves both school and community in that there is a common ground on which the school and industry can meet whereby each can appreciate the needs of the other. The school will ascertain

the specific needs of a given industry and recommend, if possible, the student best qualified to meet those needs. The pupil is benefited by guided participation in a definite work experience with the opportunity to accept permanent employment after graduation. This placement service is available to employers, students and graduates.

Other than the direct benefits men-

tioned, Mr. Kreps further states that his file containing data derived from conferences with employers and pupils will indicate needs for changes in the school curriculum.

At present 42 pupils are at work

in what is called The Christmas Distributive Program. Boys are working at full time jobs as clerks and mail carriers, and girls are working full time on salmagundis in Palmyra, Riverton, Haddonfield, Camden



Matinee Daily 1:30
Continuous Showing Saturday
from 1:30, Sunday from 2 p.m.

Friday and Saturday, Dec. 29-30



with
James CAGNEY-John HODINK

Sunday (Only) December 30
2-TOP HITS-2

Ann Corio

"CALL OF THE JUNGLE"

and

"SILVER STALLION"

with "Thunder," the King of All
Fighting Steeds

GALA MIDNIGHT SHOW
AT 12:01 AND NEW YEARS DAY



Tuesday, January 2



Wed. and Thur. January 3-4



Can Never Be
Reduced To A Pattern

When a Loved One passes away no perfunctory, standardized service can express the family love and respect.

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Whatever Price the family chooses to pay, it receives the unrestricted benefits of our knowledge, experience and modern equipment.



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TO ALL OF YOU

whom it has been our pleasure to serve, we say thank you and may your 1944 be filled with health, happiness and prosperity.

W. Rex McCrosson, Inc.

REAL ESTATE :: INSURANCE

PALMYRA, N. J.



Many thanks for your patronage in the year just past and we wish you a very
HAPPY NEW YEAR

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PALMYRA'S LEADING DEPARTMENT STORE
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PHILA. MARKET HOUSE

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NEW POTATOES
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Best No. 1 Maine
WHITE POTATOES
10 lb. 49c

SWEET POTATOES
3 lb. 25c

FANCY WHITE ONIONS
for Creaming
2 lb. 25c

SOUND YELLOW ONIONS
3 lb. 19c

NEW RED BEETS
2 Bu. 19c

Fresh
BRUSSELS SPROUTS
Box 39c

FRESH CLEAN SPINACH
2 lb. 29c

GOLDEN RIPE BANANAS
lb. 12c

Fancy White or Red
GRAPES
lb. 39c

WINESAP APPLES
2 lb. 25c

Florida
ORANGES
Dox. 29c
3 Dox. 85c

SEEDLESS GRAPEFRUIT
4 for 29c

Strictly Fresh
White or Brown Shell
EGGS
Dox. 57c

COTTAGE CHEESE
lb. 29c

Blue Bonnet
MARGARINE
lb. 25c
2 Points

ASSORTED COOKIES
lb. 29c

TRITZELS
lb. 32c

MIXED NUTS
lb. 59c

Blue Anchor
GINGER ALE
2 Large Bots. 29c
Plus Deposit

FILLET OF HADDOCK
lb. 49c

PORGIES
lb. 29c

OYSTERS (Salt)
Dox. 55c

Swift Premium
SHOULDERS OF LAMB
lb. 55c

Swift Premium
SMOKED TONGUES
4-5 Pound Avg. 49c

VEAL ROAST
5-6 lb. Avg. 39c

Swift Premium
RIB LAMB CHOPS
lb. 51c

Happy New Year



**HAPPY
NEW YEAR
FOLKS!**

and many thanks for your
patronage in 1944.

L. L. KEATING

Broad and Main Streets
RIVERTON
Closed Wednesdays



AND BEST WISHES
for a
HAPPY NEW YEAR

Cecelia's

BEAUTY SHOP

533 Cinnaminson Avenue
Palmyra, N. J.

Tel. Riverton 0518
CLOSED WEDNESDAYS



Many thanks for your
patronage of the past year
and best wishes for the
New Year.

**Leanora's
Gift Shop**

531 Cinnaminson Ave.
Palmyra, N. J.