AMERICAN SENTINEL

WESTMINSTER MARYLAND

The Republican Paper of Carroll County

GUY N. FRINGER, Manager

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THE ART OF AD WRITING

The advertising of metropolitan stores contains clever work which smaller stores might well study and copy. The good ad writer has his eyes open, and if he sees a well written ad in a newspaper from some other town, he tears it out and uses the same idea himself.

Formerly department stores advertising was mostly a long array of figures about like this:-

Ladies Suits, were $30.00, now $23.87
Ladies Suits, were $20.00, now $14.98

This is effective in its ways, as price is the biggest item nowadays. But there needs to be some description or details tending to interest the reader and give convincing evidence that genuine values are offered. The following, while not giving as much detail as it might, has an air of sincerity that would tend to sell goods:--

BOY'S SCHOOL SUITS

These suits are heavy and substantial enough to last until mid winter. Have been selling at $5.00. To carry out our fixed policy of cleaning out stock each season, we offer them at $3.50.

Or an item like this gives details enough to make the dress seem attractive and pretty:--

GRANUATING DRESSES

Dainty net dresses with long scalloped tunic, trimmed with filet lace, tucked blouse and peplum trimmed with lace to match skirt, white satin sash, only $9.25.

In spite of all the cleverness of metropolitan store ad writers, their work sometimes suggest that they are not familiar with the goods in all departments. The ad writer for the smaller stores, particularly if he is the man who is doing the buying, is in a position to create a very good selling ad. He may not be so clever a writer. But he knows the goods, he can describe them interestingly, if he will take the pains, and he knows what points will appeal to the public.

THE AUTOMATIC STOP

Regret is expressed by the Railway Age Gazette that the system of automobile train stops is not being adopted more rapidly. The Chicago and Eastern Illinois is said to have operated it very successfully. The excuse given is that it would be expensive, that new issues of stock and bonds would be required, and that the railroads are not allowed to have rates that make it possible to sell securities on a favorable basis.

The public is keenly anxious to have all possible safety appliances installed. Yet it recognizes that these things cost a lot of money that must be paid for in rates. Whether the public would be willing to allow sufficient rate advances to allow a general installation of automatic stop devices is possibly open to question.

The chances are that with present high prices for everything, we must get along with old fashioned methods for a time longer. After all, the ceaseless cultivation of the quality of human vigilance will bring results in the long run. The accident record on the railroads in past years was due only in part to lack of equipment. It is due quite as much to a certain temperamental carelessness running through American life.

No railroad operation can be put on a sound basis except by a persistent policy of encouraging vigilance, and not taking chances. The operating heads must get right down out of their stuffed office chairs, and among their men in the railroad yards and engine cabs, and talk Safety First to them.

Then the spirit of discipline must be maintained. There must be some firmness and decision and men roading must be allowed to go into other fields where they will do less harm. As the years go on, the railroads should set aside each year some sums for new safely appliances, which ought to include automatic stop devices, but meanwhile discipline and education are quite as important and much less costly.

THE GIFT OF COMMAND

Many young men who are taking training this summer at the military camps do not fully realize what a personal benefit they will derive from it. They are generously giving their time and effort from motives of patriotism. They are willing to sacrifice life itself if need be. Meanwhile, as usally happens to those who make generous sacrifices, they are going to reap certain personal benefits in a large measure.

What they are getting was illustrated by the remark of a young man who recently attended a military school. He said that it had done him a world of good in training the ability to command men. That is not so common a gift.

Plenty of men can issue directions, but they don't have the force or the brains to back them up. But to get in the habit of leading other fellows, and to do it so competent a way that they just naturally obey without question, is a superb acquisition, and one of enormous help toward business success.

It is a queer thing that the people who are bold and have self confidence and self assertion very frequently lack a sound foundation of judgment on which confidence can be built. Meanwhile the fellows who have solid ability are often over modest. Their lack of confidence is a great barrier to success.

Military training, particularly the training given men who are to be officers, should bring out both self assertion and good judgment in equivalent measure. The young officer learns to command with the voice of authority. Also he learns it is of no use to command unless he knows the work to be done and how it should be done. With training in both these directions, a basis for all around success in any career is given.

ADVERTISING COMPETITORS

The questioi before the merchant is not merely what he is going to do with advertising. It is what advertising is going to do with him. The retail store need not think it can ignore the matter of advertising For whether it tries publicity or not, it is affected by publicity, and it must meet the advertising of its competitors.

This it not merely that the enterprising merchants of a town are drawing trade away from those who are more conservative. It is also that all the merchants of a town like ours are affected by the advertising of great metropolitan department stores and mail order houses. If our merchants remain passive, a large section of their trade will be drawn away from them by the vast advertising campaigns on which millions are spent.

Mail order catalogs and big city newspapers are coming in here all the time, and the announcements in those mediums attract our people The goods are not any better, if as good. But the fact that the sellers thereof have confidence to boom them as persistently as this, draws away the business from the home town. The only way to meet advertising is by advertising.

AUTOMOBILE TOURING

The custom of automobile vacation tours in summer is revolutionizing many of our business and social conditions. There are summer resorts that have been nearly killed by the change in the customs of their former patrons. They used to be accessible enough by railroad, but if it is not a good automobile country with roads well kept up and decently accessible, the motor crowd simply won't come there. As a result summer cottages stand empty, and hotels can scarcely pay their expenses.

Meanwhile a new business has sprung up of catering to the automobile travelling public. In the older parts of the country little inns that were flourishing in stage coach days and then had to quit business, have opened up again. A golden stream of travellers descends on them, provided they have the sense and entrprise to make the tourists comfortable. They blossom out with new paint and new furniture, and acquire a prosperity startling to the old residents.

Long distance travelling is popular. On any day on the favorite roads, you will see cars from states a thousand miles away. These cars are not necessarily the more costly makes on which you can slip over rough roads with the least motion. They may be the cheapest grade of machines. But the tourists are good for it, and if they get bumped by rough surface and lack of shock absorbers, they call it beneficial for their sluggish livers.

Many of these outfits take along tents and camp in the open. They put up with some inconveniences, but they acquire an intimate knowledge of the country, escape tedium, and see new things every day. They come home brown as gypsies and have had their money's worth. As vacations go, it is a pretty inexpensive one. It is a restless age, but a habit that keeps people thus out of doors is on the whole very beneficial.

HOTEL LIFE

In spite of the great number of people who spend vacations in cottages and bungalows of their own, summer hotels are being built all time, and many of them of great magnificence. You may be far away from the haunts of men and all provisions and supplies may have to be carted over the road. But the machinery of lavish living follows even to the wilderness. Even in the wild scenes of nature, you find your oriental rugs and plate glass windows and mahogany furniture. The thing seems exotic and artificial, but it seems to take this kind of an atmosphere of display to make some people feel at home.

There are plenty of simpler resorts for the quiet folks also. Every hotel has its own type of people. Some are inexpensive and rough and plain, appealing to people who like plenty of good food but would as soon it were thrown on the table. Others no more costly have somehow attracted to themselves circles of people who are rich in intelligence and culture if not in money. Associations are formed in places like these that last a life time and are elevating and enriching.

It's a gambling game to engage summer board from the handsome prospectuses that the managers send to your address. The hotel may be equipped with all the facilities for amusement, and you feast your eyes on the prospects of tennis courts, lovely dance music, and charming society. When you get there the old habitues look over their shoulders at you superciliously, and perhaps will venture a few words of stitled conversation about the time you go home.

It is hard to imagine a more uneasy or unpleasant situation than being a guest among people with whom one is not congenial. Even the finest view of sea and sky will pall, and then you begin to look around for human companionship. If your opposite at the dining table wants to know about your family pedigree or your bank book before he enters into conversations, you are more lonely than if you were in the wilderness. The people who get the most out of hotel life are those that go to places recommended by personal friends, or who try out an inn for a few days before settling down for their whole vacation.

THE FARMERS' DUTY

In this time of war there is a special duty laid upon every American citizen. Some have to bear arms and risk their lives and safety on dangerous seas and on the battle fronts in Europe. Others must care for those of them who are wounded and in performing that duty risk their lives almost equally with those who do the actual fighting. There are so many brave Americans performing such duties for their country that those of us who remain at home in safely and security must needs feel the obligation on us to do our part.

The farmers of America have an important duty, a vital national economic function imposed upon them. They must provide food for our Armies, food for our families at home and food for our Allies aboard. The great and vital importance of this service has been recognized and the farmers of the country are directed to be given and will receive especial considerations in the matter of exemption from military service.

The service that the farmers of America are to perform is in the highest degree patriotic, but it is to be profitable, too. Never before has the American farmer had such a market for his products or such tremendous purchasers as he has now in the Governments of the United States and our Allies. And the funds with which these products are to be purchased are practically all raised by the sale of Liberty Loan Bonds.

The President's patriotic call to the people of America made July 11th will find a ready response from the farmers of our country—

"No true patriot will permit himself to take toll of our soldiers' heroism in money, or seek to grow rich by the shedding of their blood. He will give as freely and with as unstinted sacrifice as they. They are giving their lives. Will he not at least give his money?"

But buying a Liberty Loan Bond is not making a gift. It is the safest of investments, and considering also its rate of interest and nontaxable feature it is a remunerative investment of the first order. Some pronounce it the premier security of the world.

The farmers of America are given an easy way to serve their country, show their patriotism, and greatly benefit themselves. Money is needed to feed, equip, arm, and clothe our soldiers at the front. And money is needed, too, to buy the products of America's farms for our Army and Navy and the Armies and Navies of our Allies. A great proportion of this money has been raised and is to be raised by the sale of Liberty Loan Bonds. The farmer in supporting the Liberty Loan serves his country, his people and himself, and he serves, too, the cause of liberty, the cause of humanity and civilization.

PUTTING THE SCREWS

A press dispatch from Washington states that President Wilson is getting ready "to put the screws to congress in the matter of the food control bill." One would imagine that all the president has to do was to walk down to the capital, give congress a few resounding kicks in the ribs, and get what he wants. But nothing could be further from the truth. For five weeks this bill, urged by him as an emergency measure, has been before congress and its passage is not yet in sight or even assured. What makes this remarkable is the fact that in both the house and the senate a large number of republicans are supporting the measure and are ready to vote for it at any time. The president's failure is directly ascribable, therefore, to his failure to dominate the organization of his own party The opposition openly sneer at the executive as they flout his wishes. Without republican help and much of it, Presedent Wilson cannot move a wheel in congress. His own party lacks solidarity, cohesiveness, and strength of purpose. It is not a machine, such as is needed in the present crisis, but rather is it a disorganized and wrangling mob, apparently intent on nothing save the voracious gobbling of pork and the playing of sectional politics. The spectacle presented is positively a shocking one and one which causes the nation to blush for the president who, to secure any concession, is obliged to walk through the valley of humiliation leaning on the arm of the opposition party which for years he has scorned, reviled, and despitefully used. When, therefore, we hear of him "puttiing the screws to congress," we have to laugh. Fort Wayne (Ind.) News.

DEFINED

"PAPA, what is the real difference between an optimist and a pessimist?"

"Quite simple, my son. The optimist believes that America will win the war in spite of the administration."

"And the pessimist.

"The pessimist believes that, if America wins the war, it will be in spite of the administration."—Life.

POLITICIAN CONTROLS EXPORTS

Vance McCormick, who has been put in charge of enforcement of the export restriction law has never had any experience in foreign trade, but he did made a pretty good Democratic campaign manager and that is an important qualification under an administration that claims to disapprove of the mingling of patriotism and partisan politics.

A PLAUSIBLE EXPLANATION

By way of explaning the discrepancy in registration figures, North and South, by mean of which the North is made to furnish an extroadinary proportion of men for the draft, information has come to Representative Madden of Illinois that in some Southern communities the negro population was either not permitted to register or was advised not to register --the plea being that they were needed at home for labor. Of course, it was far easier to keep the black man from registering than to have him register and then to claim exeption for him. And keeping him from registering was also of a piece with the Southern method of keeping him from voting. The black man, in the view of the Southern political manager, is of use only to do manual labor or to be counted in making up a population upon which to secure Democratic votes in Congress and in the electoral college.

All a ball team has to do to get loyal support from the bleachers is to win every game.

Saturday, July 28th, to Saturday, August 4th
are the dates of the
Annual Lawn Fete
in the grounds of
St. John's Church
Westminster, Md.
Special Amusements, Music and Entertainments

SPECIAL SALE
Oxfords and Pumps
100 pairs Ladies' Patent Leather High and Low Heel Shoe were worth from $2.50 to $4.00---now $1.98.
40 pairs Ladies' High Fancy and Plain Pumps, were worth $3.50 and $4.00---now $2.19.
Heavy Shoes, $1.75 to $3.50
BOTTOM PRICES WE CAN SAVE YOU MONEY GIVE US A TRIAL
W. D. BOND
28 W. Main St. Westminster, Md.

Sullivan's 25c Specials

3 boxes Corn Flakes	25c
1 lb. jar Cocoa	25c
4 boxes Larkin's Boraxine	25c
3 cans Lye for Soap	25c
15 boxes matches	25c
5 lbs. Clear Starch	25c
3 rolls Toilet Paper	25c
5 packages soap powder	25c
5 lbs. Hen or Chick Feed	25c
5 bars Circus Soap	25c
5 bars Sunny Monday Soay	25c
5 bars Wonder Worker Soap	25c
5 bars Export Borax Soap	25c
5 bars Fairy Soap	25c
5 bars Tar Soap	25c

Wanted—New Potatoes, Onion, Butter, Hams, Shoulders, Bacon and Lard.
MILTON A. SULLIVAN,
90 W. Main St., Westminster, Md.
C. & P. Phone 218.

Dead Animals Removed
CALL LEIDY
Phone 529
Westminster, - Maryland

Hot weather. Little clothing. Plenty of water inside and out. Dr. Fahrney's Teething Syrup. Babies don't get sick.

Children Cry
FOR FLETCHER'S
CASTORIA

CELERY PLANTS FOR SALE
Large supply—Golden Heart, Giant Pastel, etc. Also late
CABBAGE AND TOMATO PLANTS.
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DR.
E. M. Demarest
OSTEOPATH
2 W. Main St. Westminster. Md.
C. & P. Phon 76-r
9 17 6m

It is customary to make fun of the college graduates, but they are not nearly as conceited as the boys who quit school half a dozen years previously because they knew all there was to know.

JAMES I. MYERS,
REPAIRER OF
Watches, Clocks and Jewelry.
All work guaranteed
East Main Street, in office formerly occupied by D. N. Henning, Esq., Westminster, Md. feb.3-1y

NOTICE TO CREDITORS

This is to give notice that the subscriber has obtained from the Orphans' Court of Carroll county, Md., letters testamentary on the estate of ADDIE BAILE NUSBAUM late of Carroll county deceased. All persons having claims against the deceased are hereby warned to exhibit the same, with the vouchers thereof legally authenticated to the subscriber, on or before the 13th day of February, 1918, they may otherwise by law be excluded from all benefit of said estate.

Given under my hand this 9th day of July, 1917.

W. Edward Naill,
7-13-5t. Executor

CASTORIA
For Infants and Children.
The Kind You Have Always Bought
Bears the Signature of Chas. H. Fletcher

HOW'S THIS?

We offer One Hundred Dollars Reward for any case of Catarrh that cannot be cured by Hall's Catarrh Cure.

F. J. CHENEY & CO., TOLEDO, O.

We, the undersigned, have known F. J. Cheney for the last 15 years, and believe him perfectly honorable in all business transactions and financially able to carry out any obligations made by his firm.

NATIONAL BANK OF COMMERCE, Toledo, O

Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system. Testimonials sent free. Price 75c per bottle. Sold by all Druggists.

Take Hall's Family Pills for constipation.

CORN IS KING

N. I. Gorsuch Son Co., are paying ten dollars a barrel for Corn and it might be well to send in some at this, the highest price ever paid for corn.

The complaint is made that men and boys don't lift their hats at sight of the flag, but there is no trouble when the batter gets a home run.

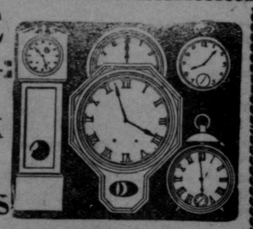
Mr. and Miss Kodaker:--
Mail us your Films to be finished. Films received by 4.00 P. M. on any day, will be finished and remailed by 4.00 P. M. the next day.
Velox Paper used throughout and individual attention given to all orders,
Ping-Pongs at the Mitchell Studio (the Lewis Studio successor).
FINE PORTRAITS FRAMING
Be Distinctive Get the Best At the Best Place
The Lewis Studios
Westminster, Md.
Next Door to Postoffice.
Above Bowers' Grocery Store.
WATCH US--"We Are Growing."

READY FOR CHICKEN RAISERS
with the BEST OIL that can be produced for that purpose; true to name and quality,
We Guarantee It for Incubators And Brooders
as it has been carefully tested by the largest hatchers in Carroll County, and for producing an even temperature it cannot be surpassed. We can give you references from the best people of our county, who claim it the cheapest because it is safe and lasts longer than the cheaper oils.
We also carry a full line of Foods and Supplies
Our Grocery and Confectionery Line is Complete
At ITh Old Reable Merchants, **Geo. R. Grumbine,** At Forks of Road Westminster, Md
Everybodies Store
C. & P. Phone 282

Our Teas and Coffees
You'll find unusually good. Better than you thought possible at the price. Better than you can hope to find elsewhere
O. C. CORBIN'S
EAST MAIN STREET,
Phone 7-M WESTMINSTER, M. D.
3 23 1t

Everything Worth While Seeing

is in sight of those who wear my perfectly fitted glasses. Do you realize what it means to tired eyes to have a pair of glasses perfectly fitted to relieve them of the strain and get rid of the headaches and that dizzy feeling you find so annoying? Call and have your eyes scientifically examined and get a pair of glasses fitted with my perfect Ophthalmic Lenses and be relieved of all your eye troubles.
CLAUDE A. WARNER
OPTOMETRIST
Eyesight Specialist
Eyes examined---Glasses Furnished---Consultation Free
Prompt Repairing---Broken Lenses Replaced---Best goods at Moderate Prices
My Perfect OPHTHALMIC LENSES, $1 to $5 per pair.
Tuesday, Thursday and Saturday, 9 A. M. to 4 P.M., Room 3, Times Bld.
WESTMINSTER, MD. 12.22-6m
Examination made at your home if inconvenient to call at office

ALL THE TIME

We aim to carry a full and complete stock of "up to grade,"
Lumber, Millwork
AND
Building Supplies
And Sell Them At Reasonable Prices.
GET OUR PRICES - - - SEE OUR STOCK
GIVE US YOUR BUSINESS.
SMITH AND REIFSNIDER.
We guarantee to please in every particular.

NOTICE
I wish to announce that I have bought the entire Livery outfit of Wilson & Wilson, John street, Westminster, and will improve same by adding a number of new horses and equipment, and it will be under the management of Benjamin Dorsey. Your patronage is solicited.
I also wish to announce that Bradley McHenry and Benjamin Dorsey will do all my buying, selling and exchanging horses and mules.
C. W. KING
Main Office No. 9 John Street,
Phone No. 97 Westminster, Md.

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