The Republican Paper of Carroll County.

Published Every Friday Afternoon by the American Sentinel Co. of Westminster, Maryland. OFFICE--MAIN & LIBERTY STS. Entered at the postoffice in Westmin-

ster, Md., as second-class matter.

FRIDAY, NOVEMBER 4th, 1927.

DISTRIBUTION SERVICE

policy for the people of Westminster business. to buy their goods in their own home stores. We have in the retail estatelligent and ambitious.

gests that they are working hard to make good, and thereby make Westminster a still more successful cenand are taught, that if they can mended to be dudish and over fussy words of the Savior of mankind. please the public and give good in their dress, neatness is a very service, and draw and hold trade valuable virtue. It helps one in any miration for those who do fine things from outlying towns, the volume of kind of a job, by giving the impres- and then are indifferent to publicity business done here will increase, sion that one is careful about small and fame or seek to avoid it. That which will permit all these stores to details and can be depended upon. which will permit all these stores to solven by sell commodities at still lower levels indicate that a person has lost someof expense.

It strikes this newspaper that these workers are having remarkable conduct or business. success in this aim, and that when we buy goods in these stores, we get a benefit from their personal interest, their energy, and their intelligence devoted to the problem of pleasing i'm thre "miyeerse ins thre human hering. their customers.

MODERN DANGERS

gerous, yet every age develops its plot out the path of the planets? own perils. We spend millions of The psychologists differ as to the dollars to separate railroad crossings thought that lies behind all the marfrom the street grades, and thereby vellous action of man. Some of these meanwhile the streets become con- man's intellect practically to the constantly taking chances usually will probably be able to start up gested by automobiles, and the acci- level of a machine. dents resulting therefrom are far more fatal than those that ever happened as the result of grade cross-

gress, and many of the perils due to berg college in Ohio. He argued that contagious diseases, lack of sanita- if a man committed a criminal act, tion, etc, are avoided. But meanwhile he could not attribute that act to the a large part of our people live at a functioning of his nervous system high rate of speed, and wear out by which he could not control. overworking their vital organs.

perils all the time. Some fret so mon sense of mankind has said that thereby create still greater perils. his own course, is responsible for his married last year at Des Moines, every night about the danger of burg- on the conditions that were given the various states on foot, and have towns, is an old and exploded idea lars, and that some intruder will get him at birth, and not fall down to a obtained the autographs of 41 state which has survived from many years into their home and perhaps turn on lower level. them and shoot them. The danger of | Some people think that if a thing have the autographs of the seven resuch a result is very trifling. Mean- is fated to be, it will be, and they maining ones. while these nervous folks get so un- can't help it. So they decline to ac- This reminds us of the good old days easy about it that they lose sleep and cept responsibility for their own acts. when most people collected autothereby lower their physical vitality, But our systems of law and social graphs, and when a favorite parlor like Westminster visit the selling and they are more likely to be un- conduct are built on the theory that amusement was looking over our centers and see many salesmen. They

avoid needless risks, take plenty of of fate, but that he decides his course quaintances wrote their names. High to their local needs and tastes. The time to do things, and avoid destruct as the result of a conscious choice prices are paid for scarce autographs. result is that when people buy at [tive haste and hurry, the average for which he is responsible. This is Some people might not see much use home they get the same lines of stuff person should live considerably longer the only theory that will make the in such a fad, but handwriting throws they would buy elsewhere, with specthan would have been possible years world grow any better, for if we can light on character, and the students ial attention to local tastes, and

Dangers like the automobile peril we struggle for any better conduct? penmen themselves. can be reduced to a minimum by taking one's time when one wants to cross a street. Needless hurry causes; Formerly if you wanted to speak a large part of our misfortunes. The disrespectfully of a man, you would tial element in business training. largely on what civic organizations one who gets smashed up in an auto- quite likely call him a "milk and There is an art in selling goods effi- it has pushing that development mobile accident is usually the one water" fellow. But that would not ciently. Pupils are told how to pre- along. Is a city's development just who could not wait a few additional fit in these days, when the habit of sent the telling facts about their left to chance and haphazard, or is seconds for safer conditions.

GIRLS FAIL TO GET SHARE

of seven famous colleges for women, nearly 55 gallons, from 1917 to 1925. You will be likely to find, in any The city that is pushed goes faster that financial support is not being The doctors will tell you that milk course on salesmanship, that adver- than the one that drifts. given to such institutions for girls in contains the main essentials of food, tising is discussed as an essential in Also the question has to be the same proportion as it is given to and people who drink freely of it the process. It would be argued answered, whether the officers of the men's colleges. If such support gain in weight, and develop healthy that even a force of competent sales. these societies just go through their is not given, fees to girl students in looking countenances. such institutions will have to be higher, which will place an educational handicap on girls from fami- The cheering sections for the foot- It is about like trying to plant seed own business, Such systematic work lies of moderate means.

felt that women did not need as good for our home towns have periods of Advertising creates a predisposi- were amply rewarded. education as men. They are the sleep. moulders of the next generation, and Many of us who complain of slow enterprise, and a favorable precon- The political parties are looking they need intelligent views and stand- community progress, will yet refuse ception of the goods sold there. With for a Moses, but at last accounts he ards. While many of the college boys to serve on some committee to make this basis to work on, the salespeo- was still hiding in the bulrushes. are frittering away their time, the it go ahead faster. girls seem to show mere interest in The country used to have serious scholarship, so that it seems doubly business depressions, but that was | Also we have so many handshakers | threaten our beloved republic, but | inappropriate to deny them their before modern advertising got on the now, that many people are having to the politicians say these perils can share of educational funds.

THE CARELESS MEN

The average American man is said to be so careless in his dress, or to Mitchel Field, New York, after combe so stubbornly disinterested in his pleting his 22,350 mile air tour in his personal appearance, that the Ap- Spirit of St. Louis, he remarked "I parel Industry committee plans to feel that I have won the right to spend \$1,500,000 in a three years drop out of the public view for campaign, to educate him up to more awhile." Therein he differed radiconsciousness of his clothes.

do not need any such education. The into public view. The desire to be younger fellows, particularly those conspicuous is a mighty factor in huwho pursue the girls somewhat man nature. actively, are rather keen on their Publicity as a means of selling, Complaint is sometimes made about personal appearance. They will take something to the public, is legitimate the cost of retail distribution. People their position before a mirror and and essential, for goods can not be read that a merchant buys a certain study carefully the angle at which sold in any volume without such article for \$1.00, and if he gets \$1.25 their hat should be set before emerg- publicity. or more for that article, they often ing upon the street. They are keen Publicity is sought by a multitude cry out about his profit. | judges of styles, and quick to turn of people to win success in politics, They fail to think of all the costs down any fashion that has become literature, sports, the drama, etc. he has to pay out of that 25 cents. passee or which according to their The people have a way of flocking He has to pay for his sales force, for point of view shows bad taste. | to see and hear the thing or person |

taxes, rent, insurance, freightage, ex- Also many of the men who have they know about. People feel that pressage, advertising, and many such business and sales jobs where they if they can once get their names in charges. Also he has to keep a very have to meet people, have become the newspapers, the public will flock DAVA DATIEDY CAMBAILY large sum of money locked up in convinced that it pays to be well to see them perform. So we see them but ball to see them perform. goods, on which he has to pay inter- dressed. They find that if they look doing all kinds of stunts, many of a little seedy, it hurts their standing them absurb or eccentric or foolish. Reasonable costs of retail distribu- while if through careful dress they Some regard it as the short cut to tion depend very much on the sales- can give an impression of success, fortune, but many of these folks sucpeople employed by a retail firm. they get credit for having achieving ceed only in making themselves ridi-That is one reason why it is excellent qualities, and it helps them to do culous.

these, there remains a great body of count of personal vanity. If well blishments of our community, a very men who are careless in dress. Many flattered and complimented, they will efficient group of workers, largely of those who are wealthy, are quite often do a lot of good community our own young people, who are in- slipshod. They will wear hats and work. They are useful on the whole, shoes long after they are shabby, yet it is a much finer spirit to be Observation of these workers sug- while the clerks in their employ willing to give service without exwould discard the same months pre- pectation of public admiration. "Let

While the men can not be recomthing of his morale, and can not be depended upon for high standards in

IS MAN A MERE MACHINE?

Perhaps the most mysterious force Who can tell what are the obscure

automatons or mechanical beings, without conscious experience" declared one speaker at the recent Medical science makes steady pro- psychological congress at Witten-

In spite of the fine spun discus-Yet people can not be thinking of sions of the philosophers, the com-

able to resist the attacks of disease. every man is a free agent, and that friends' autograph books, to see how order the things that are most popu-If people will use common sense, he is no mere cog in a blind machine their relatives and distinguished acnot help our own acts, why should of autographs should become good usually at a lower cost, owing to

THE MILK DRINKERS

drinking milk is increasing so fast. goods. A good salesman will sell there a good Chamber of Commerce Recent statistics show that the per several times as much stuff as a poor or Improvement society or women's capita consumption of milk in the one, and not so many of his articles clubs, or similar associations, which A statement is issued by the heads United States increased from 42 to will be returned.

HOME TOWN THOUGHTS

ball teams are right on their job at in a field that has not been prepared takes time, but the people who have The day has passed when it was every game, but the cheering sections for it by plowing.

job to keep trade moving.

IN THE PUBLIC EYE

cally from a great number of people There are certain types of men who who are straining and striving to get

Then there are the many who en-But aside from such elements as joy figuring in the public eye on acnot your left hand know what your right hand doeth," were the wise

The people have the highest adsought to efface himself as much as public affection.

A TRIUMPH FOR AVIATION

After completing his aerial journey about the country which covered Phone 158-J. and occult forces in this little head 22,350 miles, Col. Lindbergh remarked of man, which direct his steps and that it proved the reliability of avia- 6-10-tf. plan his ways, and perform his tion. It is a remarkable feat to have In spite of all the effort of the mighty works, and which have en- covered without mishap this very community to make life less dan- abled him to measure the stars and great distance, which would almost have taken him around the world. Airplane accidents seem to be largely due to stunt flying or attempting turning up every day. If the alert things more than ordinarily dangersave some from being run over. But modern theories seem to reduce ous. Automobile drivers who are turn up in the ditch. But that does some new kind of business. He can not prove that automobile operation

need necessarily be dangerous. Similarly with aviation. Many daring fellows are operating planes, who do not hesitate to take chances, and worms to the zoology class at Columa considerable number of them consequently come to grief. When a dozen for them. operated with the same caution which the public demands of the automo- worms last summer, he should have bile driver, the hazards can be great- given a boost to the worm business. ly reduced.

THE AUTOGRAPH HUNTERS

much over remote dangers, that they man exercises free will, that he plans Mr. and Mrs. L. J. Weatherington, Some nervous people will worry acts and it is up to him to improve Iowa, have been travelling about to governors. Before long they hope to ago, that better goods can be found

MODERN SALESMANSHIP

Salesmanship has become an essen-

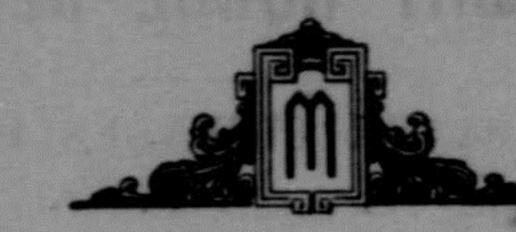
people could be expected to get un- official motions in a perfunctory way, satisfactory results, if the ground is or do they do their work in a systenot prepared for them by advertising. matic manner as they would their

tion to visit the stores that thus show ple get far better results.

take treatment for lame arms. be averted by electing them to office.



· ART · MEMORIALS · GRANITE . MARBLE . BRONZE



CONSULTATION . INVITED JOSEPH · L · MATHIAS WESTMINSTER . MARYLAND



Starter Service Tires and Tubes possible. The quiet and modest peo-ple have the most secure hold on Willard Storage Batteries

BOYD BATTERY COMPANY,

A. L. Boyd, Mgr. Main and Court Sts. Westminster, Md.

THE WORM BUSINESS

New ways of making money are minded youth finds all the standard methods of advancement closed, he be encouraged by the example of Richard Rowden, who comes from Keansburg, New Jersey, who has developed quite a business selling bia university, and he gets 20 cents

When President Coolidge fished with A good rich sink drain may yet be a source of substantial profit.

HOME STORE OPPORTUNITIES One reason why some people de-

clint to buy goods in their home in large cities. But that was before the days of modern standardization of merchandise.

Today the store buyers in a town less expense for store operation.

ORGANIZATION WORK

The development of a city depends in various ways are pushing it along?

devoted time to it invariably say they

Great and menacing dangers!



The Hallmark of Good Taste

The deft touch of the master designer is needed to impart that distinctive, "different" air that distinguishes the modern home of re-

Through our connections we are able to offer you the services of some of America's best architects practically without cost. Use the ideas of these experts in planning

your home. And see that its interior is equipped throughout with CURTIS WOODWORK -the American standard of excellence in woodwork, yet which costs no more than the ordinary type. We have some beautifully illustrated and

interesting booklets that will help you. They are yours for the asking.

Lumber, Coal & Supply Co., Westminster, Md.

Harvey Bankard

FUNERAL DIRECTOR

Phone-Day and Night 294

E. Main St.

Westminster, Md.

Remember Quality First Here

We will not sacrifice quality for price, but give you the lowest price for quality goods.

BEST FOR LESS-ALWAYS.

PORK & BEANS 3 for 25c

JOHN T. ZAHN& SON

GROCERIES, NOTIONS AND SHOES, WESTMINSTER, MD. 221-223 E. MAIN ST.,

What Will Be His Health?

WHEN your Executor falls ill—and don't forget he is the one who takes your place when you are gone—he looks after his health before he looks after your property. While he may suffer physically your Estate may suffer financially.

SICKNESS attacks men at some time or other. But a Trust Company never becomes ill. If you name this Company Executor of your Will, you know our ill health cannot cause your Estate loss.

Westminster Deposit & Trust Company

CAPITAL, SURPLUS AND UNDIVIDED PROFITS \$377,634.13.