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FRIDAY, AUGUST 3, 1928.

FOR PRESIDENT
HERBERT HOOVER,
of California.

FOR VICE-PRESIDENT
CHARLES CURTIS,
of Kansas.

FOR U. S. SENATOR
P. LEE GOLDSBOROUGH,
of Baltimore.

FOR MEMBER OF CONGRESS
LINWOOD L. CLARK,
of Baltimore.

SOMETHING DOING

If you want to know why some towns and some business concerns go ahead while many stand still, the answer is that these go ahead places and concerns give the impression of something doing. They have an air of activity, and people like that air and are drawn to it.

A small city where people are wide awake and responsible to new ideas, and working for better things, is commonly regarded as a much better place to live in than a much larger one where things are more stagnant and stay about the same year after year. The small wide awake place may not have nearly so many advantages, but the people like the spirit of it. Also they think there are better chances to make money and get a job in a place where new activities are expanding.

It is much the same with a business. People are not attracted to anything that looks stationary. If a business man keeps the same goods in his show window for many weeks, people cease to look at it. It is a question whether that show window would do him any good. People want to see some evidence of change or development of something new in such a window.

This may explain why newspaper advertising attracts people so powerfully. An advertised store looks like a place where there is something doing. People feel that things are going on there, that changes are being made, new goods coming in fast, old goods going at bargain sales if they do not move readily in regular stock. They like the evidence of activity which advertising gives.

Such a store gives the impression of being a store of enterprise, hustle, effort to render service, with new things happening that need to be kept watch of. So the people flock there, and add to the impression of activity by their presence around the counters.

THE REASONABLE TIME FOR MARRIAGE

Many young people marry far too early, and in a hasty way as the expression of immature feeling, and shortly afterward they repent. There is a different type of them who marry too late, and fail to have the children that such worthy people could bring up.

A great many of them feel that they must have a secure and ample income before they take this step. The girls expect about the same luxuries that their fathers gave them, [redacted]

THE BREAD AND BUTTER ISSUE

More and more American elections seem to be determined by bread and butter issues. If work has been abundant in the factories and if wages have been good, then there is a general tendency among the wage-earners to support the administration in power. If business has been profitable, the business men do the same thing. If the crops have been good and have brought fair prices, the farmers support the same ticket.

If these conditions have been bad, then many in all these classes vote for a change. In this point of view, they are influenced in an irrational way. Many farmers, for instance, would vote for an administration if they had fine crops due to good weather, and against that administration if the crops were poor owing to bad weather.

Hence more than half of the political argumentation at election is devoted to efforts by one side to prove that business and industry and agriculture have been prosperous, and while the opposite side tries to prove that they have not been prosperous.

In a way this is a perfectly natural argument, because if business conditions have been bad, people are affected in every aspect of their life. They find that money comes hard, they are forced to economize, and cut off expenditures that they need.

But prosperous times are not all caused by any political party, nor are the unprosperous ones created in the same way. Many causes outside of politics lead to these conditions. And the question of the amount of money circulating is not the whole thing. We need also to ask whether the laws have been or will be enforced, whether honest government is being promoted, whether high standards of conduct are being set. The money motive alone makes too materialistic a point of view.

THE OLD HOME BURG

Much can be told about people's character by the feelings they manifest when they return home to Westminster after they have had a vacation.

Some come back with a feeling of distaste. They have perhaps been in much larger cities, and seen many evidences of abundant wealth and superb municipal developments. Or they have been to very fine summer resorts where they have observed a great deal of fashion and luxury. The old home burg may look rather plain to such ones, after all the style and magnificence they have seen.

Some of them return to their homes and daily work with distaste. Their old job seems irksome after roaming around indolently for some days or weeks. Probably they have never put heart enough into their work, so that the opportunity to take it up again looks like a much desired chance to accomplish new results, and carry out plans and efforts previously conceived.

But there is one thing that these people find at home which they can not find elsewhere, at least not for many years, and that is the welcoming smile of many friends. Whatever our community has or has not done, it has a lot of friendly people who wish all their townsfolks well, who hate to see them go away, who love to see them come back, and who enjoy these personal associations.

A good home town like Westminster offers a great deal of friendly personal association that is extremely helpful. This counts for more in life than a great many costly advantages. Nothing beats friendship. All the luxury of the world counts for little if that is lacking. But if you have that, it does not make much difference where you live or what your pleasures are. You have the [redacted]

THE VACATION HABIT

The custom of taking a summer vacation has become a quite general one, although many people do not get one even yet. The farmers are putting in their heaviest licks about now. Millions of hard working people feel it necessary to work while there is work, as they may be idle at times owing to dull business, so they may get more vacation than they need. And there are millions of folks who can never see enough money ahead so they can afford to go on any wanderings.

But as the American people gradually grow more prosperous, the number who go off on trips and outings constantly increases. Many of the older people regarded such journings as wasteful and extravagant. But times have changed now, and people have an intense desire to see the country.

A reasonable amount of money spent on vacation trips is never wasted. People get ideas from such travels. And they work better after getting back from such a rest. Even if they return tired physically, yet they are not tired in the same way as when they went off. The things that wore on their nerves have been absent, and they have had a chance to recover from the grind of their daily toil.

But people should exercise some judgment on these rest periods. The indoor workers who attempt to climb a high mountain or walk 20 miles the first day of their outing, are likely to pay quite a price for the unaccustomed effort. Those who keep going every minute of the time may return more exhausted than when they went away.

The best part of a vacation is the rest from toil. When a hard working person spends many hours in quiet loafing, the time is not wasted. Through those idle hours, new energy is accumulating that can be drawn upon later.

WELCOMING STRANGERS

Many visitors and strangers come to Westminster during the summer season. It is a fine thing for our people to take special pains to welcome such visitors. One can get pleasure from meeting these new faces, hearing how things are going in their part of the country, and exchanging points of view.

We thus show ourselves warm hearted folks, and make the visitors feel that they are welcome, and that it is a pleasure to know them. If thus welcomed, these strangers go away impressed with the idea that our community has a lot of agreeable and wide awake people, and that it would be a pleasant one for a home. That is part of the game of town boosting.

THE ATTRACTIVE BUSINESS CENTER

One of the essential elements in creating a town of successful business, is to have the retail store buildings all look attractive and well kept up. Many of us have seen towns in which many of the stores were housed in run down looking buildings, which lacked paint or repairs. It is a hard proposition to boost business in such a town. A single building that lacks good care, makes a blot on that town.

If there is one place in which 100 per cent maintenance pays, it is on business buildings. A clean, well kept up appearance draws trade. Substantial and costly structures are fine, but even an old building can be made attractive by fresh paint.

MARRIED WOMEN WHO WORK

More than 2,000,000 married women in this country are working outside [redacted]

New Words are included in the Merriam Webster, such as *aerograph, broadtail, credit union, Bahaism, patrogenesis,* etc. New names and places are listed such as *Cather, Sandburg, Stalin, Latvia,* etc. Constantly improved and kept up to date.

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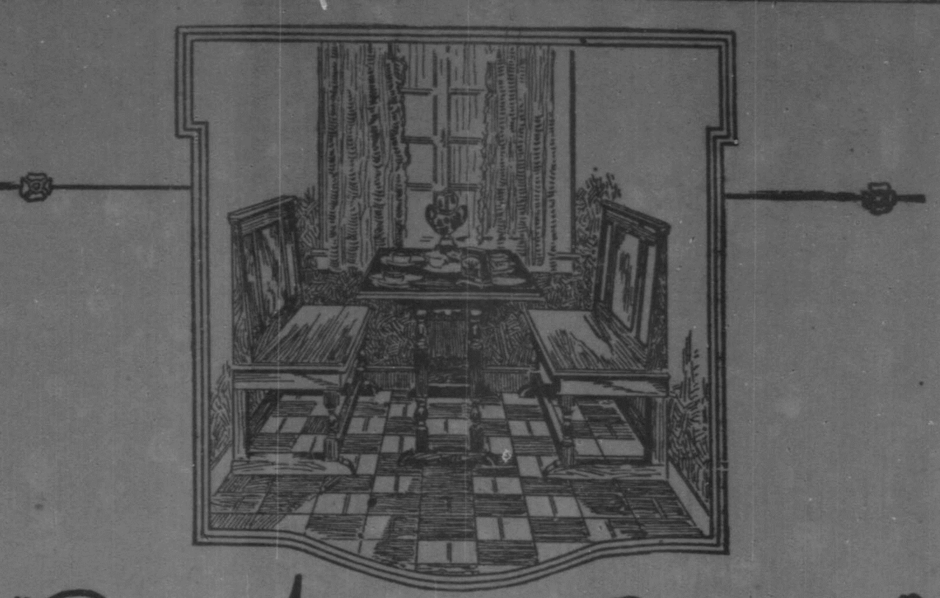
MAKING ONE'S PLACE

People sometimes complain because they do not make any impression on the community into which they have moved. One reason why some of them do not, is that so many people are moving around from one rented home to the next, that the people who live in a town get the idea that such folks are transient residents, and will probably go away before long, so they do not make much effort to cultivate them.

Many very fine people of course live in rented homes. But if you want to give the impression that you belong in a place and want to make friends, it is a great help to buy a house and own it. Then people conclude that you like the town, and will stay there, and they seek your friendship more earnestly.

[redacted]



"Breakfast's Ready!"

THAT'S always a welcome call, isn't it? "Eating in the kitchen" isn't half bad in a charming little nook arranged for that very purpose. Here your cakes and coffee reach the breakfast table steaming hot.

Table and seats are always ready, but are out of the way between meals. So the busy housewife is saved many steps in serving the hurried breakfast, the light noon meal, and the children's after-school lunch. No table cloth is needed, so laundry is saved, too.

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