The American Union

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THURSDAY, JANUARY 4, 1923

DON'T BUY AT BAGDAD

Education is a matter of experience not of observation. Thirty years ago a professor of economics in one of our leading universities made the statement that 90 per cent. of all the money invested in advertising was lost, and attempted to prove his observation by the statistics of commercial failures.

That professor is today one of the most famous educators in the country. He is famous because he grew by experience to repudiate his youthful observation. He now reverses the faulty findings of his youth and today declares that 90 per cent. of the commercial failures are due either to the failure to advertise or to false or faulty advertising.

If your advertisement says you have all wool goods and you've only 68 per cent. wool, the time will come when you will be found out. When that time comes all the advertising in the world won't save you. The public will call your middle name "Fake" and view you with mistrust.

The streets of Bagdad are lined with beggars, men who tried to live by trick and failed. Back of these beggars who crowd the curb are long lines of little stalls where tricksters ply all the arts of trade. Everyone views the other with suspicion and every customer looks upon the tradesman with suspicion. There is no such thing as a stabilized commodity among them. There are no great department stores in Bagdad, no great clothing merchants, no hardware houses that carry the trade-mark stamp that assures you that what you get is all it is claimed to be.

Here in this country, our manufacturers, men of character, put integrity into their product. They advertise the product for just what it is—that, no less and no more. So you go into a store here or a thousand miles from here and ask for the commodity that YOU KNOW. You know about it. You don't even have to have it unwrapper; you are willing to take it in its original package with the seal unbroken; trade unsight, unseen. This you do because it has been advertised.

Every merchant who does not advertise or who cannot advertise honestly will always conduct a business of Bagdad-both proportions. He will always be a little shop keeper, doing a dinky little business. He's the fellow who always offers you "something just as good."

Just as the local merchant will always remain the little merchant, if he does not advertise honestly, so does the manufacturer remain a little manufacturer, conducting a little business, if he attempts to distribute a commodity without advertising. Advertising will build his business in proportion to the public need which he meets and the reliability of his own statement about that which he has to sell. No business can grow great without advertising and it will grow great only in proportion to the amount and character of the advertising which it does. No business can grow great without honest advertising.

YOU—you and me, just average buyers. What shall we buy? Shall we buy of the Bagdad merchant and take the chuff without the sterling stamp?

The intelligent purchaser buys through his merchant the commodities that are Nationally Advertised because he knows that experience has taught the business builders that a false statement about their goods means death to their business.

Your Bagdad merchant will size you up and charge you what he thinks he can get. You can dicker and barter with him. He's a many priced man. He begins on a high price and reluctantly comes down step by step to meet you.

That's what your little shop keeper who does not advertise will do. He is not a fixed price man. That is what he goes with the substitute, the "just as good" article.

Go to the reputable merchant, ask for the nationally advertised commodity, the manufacturer has stamped the price there you can see it, and there you get PROTECTION.

If you are an intelligent buyer you will buy of the local merchant that advertises because he is the fellow who is willing to stand or fall by the public printed statement he makes.

Be WISE and buy the nationally advertised commodity from the local advertising merchant and leave it to the foolish buy at Bagdad.

HENDERSON

Mr. and Mrs. S. C. Johnson have returned home after spending the holidays with friends and relatives of Wilmington.

Mr. and Mrs. Phil Marvel entertained at a goose dinner Thursday at Mr. and Mrs. Charles Marvel; daughter Nellie, Mrs. Sallie Hubbard, of Wyoming, Del., Mr. Zeke Moore, Mrs. Ralph Moore and children, Mrs. F. B. Sweeny and Alex Roden and family.

Mr. and Mrs. J. E. Walls and daughter were guests of Mr. and Mrs. Herman Smith, of Goldsboro on Sunday.

Mr. and Mrs. George Moore, of Kenton, Del., have returned home after spending several days with their daughter Mrs. T. Alda Montague.

Mr. and Mrs. J. R. Melvin and daughters were guests of Mr. and Mrs. Harry Melvin on Sunday.

Mr. David Jones has returned home after spending several days with her daughter Mrs. Willard Mitchell, of Dover.

Miss Fanny Saulsbury, of Queen Anne was entertained at the home of Mr. and Mrs. T. A. Montague on Tuesday.

Miss Ruth Cole, of State Normal Towson has returned after spending the Christmas holidays with her parents, Mr. and Mrs. L. C. Cole.

Mrs. Devolson Cartwright, of Goldsboro was a guest of her sister Mrs. James R. Melvin on Monday.

Little Anna Katherine Montague has returned home after spending several days with her cousin Edith Cartwright, of Goldsboro.

Lankford Saunders, of Wilmington spent the week end with his parents Mr. and Mrs. Will Saunders.

Read The American Union—$1.00.

ORPHANS COURT

At the regular session of the Orphan's Court on Tuesday there were present their Honors, Judges West, Harper and Shawn, and the following business was transacted:

Joshua Porter and Henry T. Nuttle, administrators of the personal estate of Joshua Porter, deceased, filed their first and final administration account and distribution.

Robert J. Rice and Fred R. Owens, executors of Robert C. Rice, deceased, filed an interest account, and their first and final administration account and distribution, also a release from Clara I. Rice, Clarence E. Rice and Robert J. Rice, distributees.

The last will and testament of William H. Collins, filed in this court by William E. Collins, the custodian, after having been duly proven was admitted to probate. Letters of administration c. t. a were granted to William E. Collins on the personal estate of said deceased. Bond file dand approved, notice to creditors ordered and John Cohee and John R. Butler were named as appraisers.

The last will and testament of Margaret Katherine Jarrell, deceased, was filed in this court by F. Edward Jarrell, the custodian. The register of wills was ordered to notify the next of kin that the said will well stand for probate on Tuesday January 9th,

Martha Smith and William J. Rickards, administrators of John Williamson, deceased, filed an inventory and appraisement of the personal property and an order to sell was granted.

Postmasters' Examination

Examinations for postmasters will be held February 3, the only postoffice in Maryland, however to have the examination is that at Goldsboro, which is a third class office and pays $1900, the date of vacancy having been December 9, 1922.

GREENSBORO

Mr. Ralph Pritchett spent the week end with his wife here, she having spent a week with her mother, Mrs. Mary A. Jackson.

Mr. Harry Jones has moved from the William Sipple property here to Goldsboro, and the families of William Baynard and Joseph Riddleberger have moved nto the property. Mr. Henry Porter, of Tuckahoe Neck, has moved into the Joseph B. Orrell property here on Railroad avenue.

Miss Ruth Jackson, of Philadelphia, spent the week end with her mother, Mrs. Mary A. Jackson.

Mr. W. A. Thornton had two of the toes on his left foot mashed Tuesday morning while he was shoeing a horse. When he let go of the horse's hoof, he put it down on his toes.

The Christmas entertainment given at the Baptist Tabernacle last Friday night was very good and was enjoyed by the crowd that jammed the Tabernacle.

The students home from the various institutions for the holiday season have all returned to resume their studies.

Mrs. A. E. Shields and son, Albert, of near town, have been spending a few days with relatives and friends in Wilmngton and Philadelphia.

Mrs. Nettte Reading has been spending a few days in Philadelphia and New York.

Mrs. Anna V. Betson spent the week end with friends in Ridgely.

The Church of the Holy Trinity is now lighted by electric lights, Mr. A. A. Chrstian's Christmas gift to the church.

Mr. and Mrs. Thomas M. Green, of Oxford, spent the week end with relatimes and friends here.

A progressive dinner was given on Saturday evening in honor of Mr. and Mrs. Elwood C. Orrell's seventh wedding anniversary.

Mr. and Mrs. L. I. Jones attended the Dean-Tull wedding at Marion last week.

Mrs. Martin Adams and Miss Mary Draper, who spent the holidays in Washington, have returned home.

Mr. Charles Draper and cousin, Clifford Wooters, of Newark, Del., spent the holidays with the former's parents, Mr. and Mrs. Charles Adams.

Mr. and Mrs. L. I. Jones entertained a few friends Friday evening.

Mrs. Elwood Wyatt is on the sick list.

Misses Georgia and Pauline Adams spent Friday with Msses Anne and Della Schreiber, near town.

Miss Esther Rairigh, of Denton, was a Sunday guest of Miss Mabei Rich.

Miss Mildred Ginn, of New York City, spent the week end with friends in town.

Mr. and Mrs. Raymond Dean and son, of Harrington, were Sunday guests of Mr. and Mrs. Charles Adams, near town.

Mr. and Mrs. Harvey Dabson and son, Howard, of Wilmington, spent the week end with his mother, Mrs. Lydia Dabson, near the depot.

Miss Evelyn Clark, Ridgely, spent a few days last week with his uncle, L. W. Taylor, and family.

Mr. and Mrs. George R. Adams, of near town, spent Sunday with Mr. and Mrs. John Adams at Federalsburg

Miss Cora Dyer spent two days last week with Miss Elsie Ward, near town

Mrs. Carroll Tinley and daughter, Sarah Virginia, and Mrs. Earl Deaner spent the holidays in Wilmington.

Clinton Jarman, of Columbus, O., and friend William Jacobs, a law student of Columbia University, have returned after spending the holiday season with the former's parents, Mr. and Mrs. C. B. Jarman.

Mrs. Caroline Timms, of Millington, is spending some time her daughter, Mrs. J. W. Burge.

Ralph Dyer and Miss Pearl Wheeler, both of this place, were quietly married Saturday evening.

Mr. and Mrs. G. Earl Nichols and children, of Worton, spent the holidays with relatives here.

Mr. and Mrs. W. B. Moore, of Wilmington, spent the week end with his mother Mrs. Joseph Moore.

VERNON

Anstine Stafford our former merchant has presented his wife with a player piano.

The patrons of Prospect church gave a Christmas treat to the Sunday School.

Axminster, Velvet, Brussel
Grass and Congoleum
RUGS
The Best Assortment and Best Prices We Have Had for 6 Years
NUTTLE HDW. CO.

ERNEST G. COOPER
FIRE INS CE
Law
DENTON,

AMERICAN STORES CO.

Another Opportunity

to still futher cut your living costs

We are firmly establishing in the minds of more people every day that in the American Stores

"Quality counts and your money goes the furthest"

Analyze the items below—every one of them. Study them carefully in their relation to Quality and Price and you will relize that your dollar has greater purchasing power when spent in an American Store.

Reg. 9c pkg Gold Seal Oats cut to 7c; 4 pkgs for 25c

The very choicest white oats grown. Thoroughly steamed; cook quickly. Special price for this week only.

Best Corn Meal ..... lb 2½c
Asco Breakfast Farina.. pkg 10c
Calif. Prunes .... lb 12½c, 19c
Calif. Evap. Apricots .... lb 38c
Seedless Raisins .... pkg 12½c
Seeded Raisins ..... pkg 16c

Reg. 15c Pkg KING WHEAT Cereal cut 12½c
The breakfast cereal with that "real wheat" flavor.

Asco Tomato Puree cut to 3 cans for 20c
The best for soups and sauces. You save four cents.

Asco Calif. Peaches ....can 29c
Fancy Calif. Peaches ... can 23c
Calif. Cherries ..... big can 39c
Hawaiian Pineapple ....can 19c
Sliced Pineapple ....can 25c, 35c
York State Plums .....can 12c
Asco Pork and Beans 3 cans 25c
Dried Lima Beans .....lb 12½c
Norway Mackerel ..each 7c, 15c

Victor Bread Big Loaf 6c
Only the best ingredients obtainable are used in making these big wholesome loaves.

Gold Seal Flour 12 lb bag 49c
Gold Seal is the best for all purposes—delicious cakes, light pastry, wholesome bread and mouth melting rolls.

Asco BUCKWHEAT 3 pkgs 25c
Why pay more?

Red Ripe CRANBERRIES lb 10c
Special for a few days.

IT WILL PAY YOU
To Lay in a Supply While These Low Prices Prevail
Choice PEAS can 12½c, doz $1.45
Reg. 17c can ASCO PEAS cut to 15c, doz $1.75
Reg. 19c can Asco SIFTED PEAS cut to 17c, doz $2.00
Reg. 25c can Asco Extra Sifted PEAS cutto 23c, doz $2.75

Asco COCOA ½ lb can 15c
Very nourishing

Calif. Evap. PEACHES lb 25c
Healthful and economical.

Asco Teas lb 45c
We have just the blend you like

Asco OLEOMARGARINE lb 25c
You can pay more but you can't buy better

Blue Rose Rice .....lb 7c
Asco Honduras Rice lb pkg 12c
Asco Catsup .....big bot 15c
Asco Sliced Bacon .....pkg 17c
Choice Pink Salmon ....can 12c
Best Red Salmon .....can 25c

With That "Want More" Flavor
Asco Coffee lb 29c
Only one price—only one brand—only one quality and that the best cup you ever drank. Try a cup, and you'll know why we say, "taste the difference."

Asco Corn Starch .....pkg 7c
Assorted Jellies ....tumbler 10c
Pure Preserves .....tumbler 15c
Pure Olive Oil ....½ pt can 29c
Pure Salad Oil .....bot 25c
Wesson Cooking Oil ....can 27c
Lifebuoy Soap .....3 cakes 20c
Lenox Soap .....cake 5c
Sunbrite Cleanser .....can 4½c

304 Market Street Denton, Md.

Mrs. G. R. Ross and daughter Hazel and Mrs. W. S. Smith recently visited Mr. and Mrs. James Jester of Felton.

The writer regrets the death of her former classmate James A. Burchenal who was a boy of exceptionally fine qualities and a good student. His life was a most exemplary one.

Arlie Saulsbury has a new position in the A. and P. Store in Denton.

Harry Camper has removed from Prospect to Laws district near Frederica.

Miss Elsie Brittingham of Philadelphia spent two days recently with Mr. and Mrs. William Brittingham.

Mrs. Martha B. Cooper and husband have removed to the Walter Hughes farm near Felton.

Maurice Camper will return home shortly after New Year's from the Milford Hospital at which place he has undergone a serious operation for appendicites.

Mrs. Howard Anthony is improving at the Hope Farm at Marshallton.

Eugene Wix has been a recent Preston visitor.

The P. T. A. of Rice's school will be held on Wednesday evening, January 31st. If stormy the next evening. A box and shadow social will also be held. Ladies please bring boxes and gentlemen fat bocketbooks. Proceeds for the annual picnic which is always a big affair. All are invited. The last P. T. A. meeting was a big success. House crowded, a two hour program rendered, Christmas tree and refreshments served. All had a fine time including the teacher, Mrs. Ross who received an abundance of gifts from both pupils and parents. They also made up a donation of food and clothing for a poor family near Felton. The greatest interest is manifested

Turkey and goose dinners have been the order of the day around Vernon.

Mr. and Mrs. Robert Wesley Ross spent part of their Christmas vacation with friends at Denton.

Miss Reba Todd has returned to Chester.

Mrs. Ella Ellicott of Hickman has been spending several days with Josephine Todd.

Our former pastor, Rev. W. S. H. Williams has returned to the hospital for treatment. He has been expecting to occupy his newly purchased house at Millsboro but being in poor health has decided to remain at Georgetown.

Mr. and Mrs. R. W. Ross were invited guests to the turkey dinners of Mesdames Warrington, Camper and Boone of Frederica. These are big events every season and are greatly enjoyed by all present.

Mr. and Mrs. Amos Layton have been Denton visitors.

A shooting match was held here recently which caused a great deal of fun.

Miss Bernice Hendricks a former pupil of Thomas school will graduate from the Caroline High school. She is preparing for the occasion.

J. L. Stevens one of our former citizens recently entertained the worlds champion walker at Frederica.

The funeral of Mrs. Mary Quillen, of Prospect was held at Prospect church, Rev. Mr. Sutcliffe officiating. Interment at Hollywood cemetery.

Eugene Wix has left his farm stocked for Edward Anthony.

Wedding invitations and announcements, either printed or engraved, at reasonable prices. The American Union

DENTON MARKET REP

Grains

Prices quoted—Nuttle Milling Best wheat @ $1.10 bu; buckwhe 90c bu; corn on ear @ 67c; shell 73c bu.

Farmers Supply Co., Bran @ cwt; ground oats @ $2.25 cwt; meal @ $1.75 cwt; laying mas $2.75 cwt; cracked corn @ $1.75 scratch feed @ $2.10 cwt; oyster @ 85c cwt; rolled oats @ $3.50

Paultry and Eggs

Eggs, 40ca44c; chickens, young lb; old, 20c lb.

HARMONY

Mrs. Al Willis' mother fell d stairs last Friday and dislocated hip.

The Ladies Aid will meet at Sol Hurst's on Wednesday evenin

Miss Hattie McConnell of Wy ing, Del., spent the holidays with mother Mrs. J. F. McConnell.

Mr. Phillip McConnell, of W Grove, Pa., visited his mother sisters during Christmas.

Mrs. Bell Dean was the in guest of Dr. Duhadaway and wi a turkey dinner on New Year da

The stork visited Mr. and Mrs. Thomas and left a fine baby boy.

Mr. Calvin Todd and family move to the Baggs property in D on Wednesday.

Mr. and Mrs. W. B. Thomas vis Talbot friends on Sunday.

Mrs. Bell Dean took Christmas ner with Mrs. Al Willis.

Mr. and Mrs. John Christopher tertained their daughter and fa Mr. and Mrs. Roy Dean.

Mr. and Mrs. Loyd Brodes will cupy Mr. Calvin Todd's house.

Mrs. Anna Stock, of Philadelphi visiting her daughter Mrs. H Airingdale.

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