The American Sentinel

PUBLISHED EVERY FRIDAY AFTERNOON BY THE

American Sentinel Company

OF WESTMINSTER, MD.

WESTMINSTER, - MD.

FRIDAY, FEBRUARY 24, 1911.

TERMS.

$1.00 per year, to be paid in advance. Fifty cents for six months, and 25 cents for three months. Single copies 3 cents.

ADVERTISING RATES One square (8 lines) will be inserted 3 times or less for $1.00 and 25 cts., for each subsequent insertion. One square 3 months, $3.00; 6 months, $5.00; 12 months, $8.00. One square 1 time 50 cents; Business Cards, not exceeding 8 lines $5 per year. When the number of insertions is not marked advertisements will be continued until forbid and charged accordingly. Yearly advertisers must confine advertisements to their own business. Rule and Figure Work double price. Business Locals 10 cents per line. Marriages and deaths inserted free. Obituaries and Personal Communications 5 cents per line.

TERMS.

Yearly advertisements $5.00 per inch, for more than one inch, per year; $3.00 per inch for 6 months and $2.00 per inch for 3 months.

One column one year $100; half column $60; quarter column $30. Monthly changes allowed without extra charge. Extra changes will be charged for as follows:—Column advertisements, 75 cents each; half column, 40 cents; quarter column, 25 cents. Advertisers desiring changes should notify the office by Tuesday noon.

☞All correspondence with this office should be addressed to "THE SENTINEL."

Entered at the Post Office, Westminster, Maryland as Second Class Matter.

RELIGIOUS NOTICES

Trinity Lutheran Church, Deer Park Road.—Preaching every Sunday morning.

W. L. Seabrook, Pastor.

Salem Lutheran Charge.—St. Benjamin's. Divine service 2 p. m.

St. John's.—Sunday school 9 a. m. Divine service 10 a. m.

R. W. Doty, Pastor.

Methodist Protestant Church.—Sunday School and Adult Classes at 9.30 a. m. Preaching 10.30 a. m., and 7.30 p. m. Young People's Meet-ing 6 p. m. Prayer meeting Wednesday night 7.30.

D. L. Greenfield, Pastor.

Centenary Methodist Episcopal Church.—Sunday School 9.15 a. m. Preaching 10.30 a. m., and 7.30 p. m. Junior League 2.30 p. m. Epworth League 6.46 p. m. Prayer meeting, Wednesday 7.30 p. m.

L. Emory Bennett, Pastor

St. Paul's Reformed Church.—Sunday School 9.45 a. m. Worship 11 a. m., and 7.15 p. m. Midweek Worship Wednesday 7.30 p. m. Catechism Saturday 2.30 p. m.

Calvin S. Slagle, D. D., Pastor.

Ascension Church.—Sunday services.—7.30 a. m., Holy Communion. 10.30 a. m., Morning Prayer, Litany and Sermon. (Holy Communion on 1st Sunday of month.) 2.30 p. m., Sunday School. 4.15 p. m., Sunday School service. Service and sermon in Chapel, 1st Sunday of month, at 8 p. m.

Frank M. Gibson, Ph. D., Rector.

F. A. Sharrer & Son

UNDERTAKERS and CABINET MAKERS

A Fine and Assorted Stock of COFFINS and CASKETS always on hand.

We have just had completed one of the finest Hearses in the State with which all funerals entrusted to our care will be attended. We are manufacturers and dealers in

Fine and Common Furniture

Spring Beds, Mattresses, Fancy Chairs, &c., which we offer at lowest rates. An examination of our stock is solicited before purchasing elsewhere, as you can save money by buying from us.

F. A. SHARRER & SON

East Main St. Westminster, Md.

an 1y

Pianos and Organs.

PIANOS:

BLASIUS & SONS,

LABRECHT & REGENT.

BEHR BROS & Co.

ORGANS:

ESTEY, WEAVER,

and Newman Bros

All sold at MODERATE PRICES and on EASY TERMS.

SPECIAL BARGAINS in good Second hand Pianos and Organs.

☞Call and see goods and get prices before purchasing elsewhere.

JOHN T. ROYER.

West Main Street. Westminster, Md. oct 16 tf

Herr & Babylon

BUILDERS OF

FINE CARRIAGES

Having taken the agency for the Celebrated

Ford & Pullman AUTOMOBILES

are ready to take orders and give demonstrations. Also all repair work done at our Factory.

Write us for prices on Carriage and Automobile Work.

No. 56 W. Main St., Westminster, Md.

BOTH PHONES feb 10 05

SPECIAL SALE OF ORANGES 25c PER DOZEN.

Select and Standard OYSTERS during the season.

I buy HOGS and HIDES.

HOGS WANTED NOW.

GEO. N. HUNTER,

Wantz Building,

Westminster, Md.

C. & P. Phone 18-W. dec 30 tf

Established in 1890.

TRY ME FOR A GOOD SMOKE.

The GEO. A. CIGAR.

MADE BY

Geo. A. Bixler,

WESTMINSTER, Md.

dec 30 1y

DR. J. W. HELM

New Windsor

SURGEON DENTIST

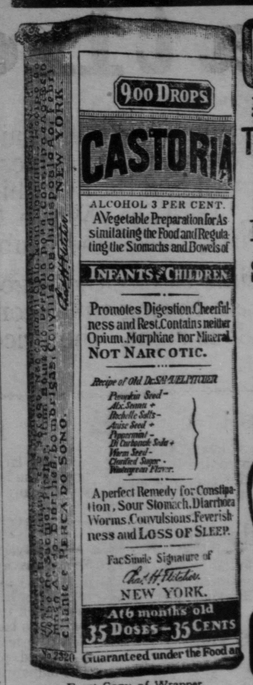
Crown and Bridge Work, Plate Work, Filling Teeth, and teeth extracted without pain.

I will be in TANEYTOWN, 1st WEDNESDAY of each month. Engagements can be made with me by mail, and at my office in New Windsor, at all other times except the 3rd Saturday, and Thursday and Friday, immediately preceding that day. Nitrous Oxide Gas administered.

J. W. HELM, D. D. S., Graduate of Maryland University, Baltimore. C. & P. Phone in1005

Cheap and attractive Sale Bills printed at this office.

Our job-work is first class.



Exact Copy of Wrapper.

CASTORIA

For Infants and Children.

The Kind You Have Always Bought

Bears the Signature of Chas. H. Fletcher.

In Use For Over Thirty Years

CASTORIA

THE CENTAUR COMPANY, NEW YORK CITY.

This column edited by The Just Government League of Maryland. Headquarters corner of St. Paul and Pleasants streets, Baltimore, Md.

A fear is frequently expressed that when women become enfranchised chivalry will disappear. In other words when the political classification that includes women with criminals, paupers, and idiots becomes extinct, chivalry will also become extinct. Logically one might almost expect it to be the other way round "Chivalry is extinct," an impartial visitor from another planet might be inclined to jot down in his note-book, "in a Republic where although hundreds of thousands of women are protesting against it, all women, in most of the states, have the political status of the occupants of penitentiaries, almshouses, and lunatic asylums." But those opposed to women suffrage say "not so." Chivalry, they declare, has its roots in the political degradation of women.

What suffragists say, on the other hand, is that chivalry is dependent on something else than this, on something deeper. They maintain that chivalry has its roots in human nature itself. They contend that chivalry is founded on the generous desire of the strong to help those who are in distress. Its aim is to free the weak, to lift up the downtrodden. It claims for the weak as well as for the powerful a right to the pursuit of happiness and liberty. It is dependent on no political system. Those who would make it so have lost the true meaning of the word. And with the meaning of the word they have largely lost the practice of the thing itself. We admit that the false coin of chivalry is in danger of passing out of circulation as soon as women are enfranchised.

We append an instance, taken from the Baltimore American, of the way in which chivalric gentlemen in Maryland are sometimes heard to express themselves. The writer of the letter, which we have the permission of the American to repeat, is a member of the Just Government League.

As A Matter of Justice.

To the Editor: A short time ago the writer was in conversation with a professional man, who is something of a politican and who holds an office under the municipal government. The subject was woman suffrage. This man is not a suffragist, although he has no well-defined objection against the measure, but, like many people to whom the subject is new, he attempts to combat it mostly by ridicule. In the course of the conversation, when there was little else for him to stand upon in the shape of an objection, he asked why, if my dignity was insulted by Maryland's refusal to recognize me as a citizen, I did not migrate to Colorado, where I would be spared the mortification of being classed with infants, imbeciles, criminals, etc.

Now, I am a rational, self-respecting, patriotic adult—albeit I am a woman. I have never broken a civil law, and the state has been put to not one cent of expense in my behalf. Is not this a mark of good citizenship, whether in male or female? Since I earned my first dollar, a number of years ago, I have always been able to meet every financial obligation at its maturity. Is not this a policy which stands for public stability and confidence? For five generations that I know of, and probably several others back of that, my record has been virtually the same. All of these ancestors of mine have put their best efforts into the Commonwealth of Maryland, some of them by force of arms when the country was new, and others by the peaceful methods of industry which have guided my own course. And now, after all this, it ought not to be necessary for me to go to Colorado to get what Maryland refuses to give me. Colorado owes me nothing. Neither myself or my forbears have done anything which places that state under obligations to me; while, on the other hand, Maryland has been benefitted, at least in some degree, by the consecutive efforts of several generations.

Can Maryland afford to encourage the the banishment of loyal people, even though these people be women? The politicians, of course, can afford it, because women have no votes, and nothing except votes is of any value to them. But can the state afford it?

When the United States Government enfranchised a million men just out of slavery, over the heads of women, was it for the purpose of securing more desirable electors? When the agents of the government are scouring the West in an effort to determine how many red men can be converted into political timber, who, as soon as they can, by some hook or crook, be so considered and taught to mark a ballot, will be rounded up at the polls in all their feathers and blankets on election day; when this same government is offering every inducement for the naturalization of degraded foreigners from all sections of the globe, who cannot read or write the English language, and who are utterly ignorant and indifferent to conditions of social betterment, do these authorities expect to create a more intelligent and a more valuable electorate than could be had by utilizing their own women? It is because the forces which control politics believe that woman's vote would make conditions immeasurably cleaner, and because they know, as Judge Lindsay puts it, that they cannot "handle" women to their own advantage, that they oppose with all the means at their command the enfranchisement of women. These forces are the gainers; but can the state afford the sacrifice?

DAUGHTER OF EVE.

Baltimore, January 30.

For the working woman, them, who asks for an equal share with the working man in the making of the laws under which she must earn her daily bread, and for a voice in deciding who is to administer those laws, present-day chivalry in Maryland has the answer. "Move on." The same chivalry has thus far passed no law at all to regulate the hours of female labors, though the workingman is amply protected by law as regards his hours of labor. Politics and chivalry have absolutely no connection at all. It is mere subterfuge to try to connect them. Politics in a Republic can have but one right basis, the basis of equality. Equal rights, Equal laws, Equal opportunities—it is to these that a democratic form of government is pledged. And chivalry does not reside in government, its seat is in human hearts.

Our faith in American manhood is infinite. It is painful to us to hear men belittle it and belittle themselves. There is but one thing in the world that can banish chivalry from this great country and that is the baleful influence of sex privilege. Nowhere is that influence so baleful as here, because nowhere else has the doctrine of human Equality been so proudly and so universally asserted, and therefore nowhere else is sex privilege so hateful a contradiction to profession. But the manhood of America is rising, and will continue to rise, above the claim of sex privilege. Men will give votes to women, and they will act chivalrously whenever chivalry is needed. Women will vote, and they will continue to give unselfish devotion wherever such devotion is needed.

ODD INSURANCE CLAIMS.

Some Funny Things Against Which English Are Insured.

[Special Cable to The American.]

London, February 18.—When a few years ago British employers became liable at law for injuries suffered by employes in the course of their work cartoonists got busy depicting the hired girl gleefully tumbling down stairs with the tea tray or the coal box, secure in the prospect of a long rest and no loss of wages. Householders, of course, cover their risk by insuring each employe against accidents. English courts as a rule place a liberal contruction on the word accident, and accordingly on the books of the insurance companies may be found many odd claims. Here are afew:

A cow whisking her tail caused injury to a milkmaid's eye.

A farmhand was stung by a bee.

A manservant sprained his leg through stamping on a rat.

A coachman coming out of a stable was struck on the face by his master's boot, intended for a caterwauling cat.

A cook was breaking coal and a piece went down her throat.

A curate was scalded through stumbling while carrying a tea urn at a parochial gathering.

A servant was pricked by a rusty needle while sewing on a button on her employer's clothes.

It is somewhat difficult to imagine that success could attend claims like these:

A servant received a shock through seeing a large Teddy bear when the room was only dimly lighted.

Another servant fetching coal out of a cellar collapsed from fright caused by the silent appearance of a washerwoman and broke her arm.

This paper is read by 332, 800 people a year.

Cheap and attractive Sale Bills printed at this office.

THE FIGHT AGAINST CONSUMPTION ALL AROUND THE WORLD.

Associations for the prevention of tuberculosis have been formed in Cuba, Porto Rico and Trinidad. In Cuba there are over 40,000 deaths from tuberculosis every year, and the death rate from this disease is nearly three times as hight as in the United States. In Porto Rico there are over 6,000 deaths every year out of 1,000,000 inhabitants. In Trinidad, the death rate from tuberculosis in Port-of-Spain, the only place where figures are available, was 4.75 per 1000 in 1909, nearly three times the rate in New York City. Conditions in the other islands of the West Indies, where no active campaign against tuberculosis has been undertaken, are even worse. The chief reason for this high mortality is found in the unsanitary, dark, and poorly ventilated houses of the natives of the islands.

In Denmark, the campaign against tuberculosis has been carried on systematically since 1895. The reporting of living cases of tuberculosis in Denmark has been more successful than in almost any other country of the world. The death rate from pulmonary tuberculosis has fallen from 19,32 to 13.33 per 10,000 from 1895 to 1908. There is now one sanatorium for every 1244 inhabitants and every tuberculosis patient is assured of treatment at a cost within reach of anyone. The state pays three-fourths of the expense of treatment and the patient or his community the remaining fourth.

The Italian government, on account of the number of tuberculosis cases among the Italian emigrants sent back from America, has appointed boards of examiners in the seaports, whose duty it is to report the arrival of tuberculosis persons. These are then kept under observation in those places where they settle, to prevent further spread of the disease. The erection of new sanitoria and other tuberculosis institutions is being urged in Italy, and the number of beds for consumptives has been considerably increased in different places.

Consumptives in Syria are treated today much in the same way as the lepers have been for the last 2000 years. Tuberculosis is a comparatively recent disease among the Arabs and Syrians, but so rapidly has it spread that the natives are in great fear of it. Consequently when a member of a family is known to have the disease, he is frequently cast out and compelled to die of exposure and want. A small hospital for consumptives has been opened at Beyrout under the direction of Dr. Mary P. Eddy.

The Anti-Tuberculosis movement was started in Hungary in 1894, and in 1898 there were five institutions for the treatment of consumption. To-day the campaign is encouraged and financed by the government, and over 200 different agencies are engaged in the fight. A permanent tuberculosis museum has been established at Budapest and a carefully conducted campaign of education is being carried on.

According to a recent report by Dr. Conrad Biesalski, of Berlin, there are 75,000 cripples in the German Empire out of a population of 60,500,000. Over 50,000 of the cripples are in need of proper treatment. Dr. Biesalski states that in 15 per cent. of the cripples examined their deformity was due to tuberculosis of the bones and joints, and that there were 10,000 such children in great need of medical treatment. He advocates the establishment of seashore sanitoria for this latter class of cripples.

Japan is not lagging behind in the fight against tuberculosis. The Japan Health Association has over 200,000 local members and carries on a campaign of lectures in the cities and towns of the country. Tuberculosis increasing in Japan, due chiefly, Prof. S. Kitasato of Tokyo, the introduction of modern methods and manners of civilization, and the increasing acuteness of the struggle for existence.

When the International Congress on Tuberculosis meets at Rome next September, representatives of over thirty National and provincial associations organized to fight tuberculosis will be present. Among the associations which will be represented are The United States, Canada, Cuba, Trinidad, England, Wales, Ireland, Norway, Sweden, Denmark, Russia, Germany, Belgium, Holland, France, Switzerland, Portugal, Italy, Greece, Bulgaria, Hungary, Austria, New Zealand, Japan, Cape Colony, Argentina, Brazil, Chile, Newfoundland, Roumania, Uruguay and Venzuela.

Tuberculosis is being fought even in Northern Korea, according to a recent report from Dr. Edwin M. Kent, received by the Methodist Board of Foreign Missions. Dr. Kent, who is a medical missionary stationed at Haiju, says that since he established a dispensary at the hospital in that city, the people of the entire community are leaving their doors open at night, for few of the houses have windows. The native attendants, at the hospital are now so accustomed to the regular instructions about fresh air that they call this sort of advice "yeggy", and at a sign from the doctor will dispense volumes of it to the unsuspecting sufferer. Such has become the hospital's reputation for fresh air advice that a native living in Haiju expressed himself as only waiting for warm weather before going to the hospital, "for", said he, "the doctor will urge me to leave the door open and that is very hard in cold weather."

A REMARKABLE VEGETABLE POISON.

Recent experiments have demonstrated the existence of a poisonous substance of very remarkable qualities in the seeds of so well known a plant as the ricinus, or castor-oil plant, a common ornament of our gardens.

It has long been observed that these seeds frequently proved fatal to animals who fed upon them, or to children who swallowed them by accident, but the toxic principal has first been isolated, as yet in very impure form, by Prof. Robert of Bostock, the process consisting of maceration in a solution of sodium chloride. Even now the pure preparation cannot be obtained because of the small amount of the poison and the difficulty of separating it from associated albuminoids.

Even so its terrible potency is shown by the figures of Prof. Ehrlich of Frankfort-on-Main, who estimates that one gramme of ricinus is sufficient to kill one and one-half million guinea-pigs. This tremendous death-dealing power surpasses that of all other poisons known to us as enemies of living matter; such, for example, as strychine and cyanide of potassium.

According to Dr. B. Rewald in Kosmos, this quality alone would make the new poison of interest to scientists, but this interest is increased by the discovery of a very unique "poison stability" in this product. That is, if a quantity of poison be injected into an animal insufficient to kill but enough to cause severe illness, the animal upon recovery is capable of enduring a second dose sufficiently large to kill a fresh animal instantly. Moreover, the dose may be increased gradually a thousand-fold or even ten thousand-fold without causing unfavorable symptoms.

This can, of course, be done to some extent with other poisons, such as arsenic and morphine, but in these the possible dose always remains in very moderate proportion to the death dose, and corporeal disturbances are always manifested, while these are absent with the ricinus.

Another striking peculiarity is that in the blood of these immunized animals an antitoxin is formed. This likewise has not yet been isolated in pure form, but it has been possible to work with it as a fixed quantity.

When this antitoxin, found in the blood serum of an immunized animal, is injected into a freshly poisoned animal it will prevent the development of toxic symptoms, and will also cure one which has already become ill. A similar action is of course well known in the case of bacterial infections, such as diptheria, tetanus, etc.

Moreover, this vegetable poison shows another similarity to bacteria. We know that the blood serum of animals which have been previously treated with a bacterial poison possesses the property of agglutinating bacteria of its own sort floating in some medium, such as, for example, water—a property not possessed by normal blood serum.

Ricinus in solution possesses a like property, since within a short time it causes the red corpuscles to form a gelatinous clotted mass.

But different kinds of blood vary in susceptibility to this action. For example, pigeon's blood and dog's blood show the reaction immediately, while it is absent or very slight in that of goats, lambs, and cattle.

Besides ricinus there are some rare seeds which contain bodies exhibiting similar properties.

It is certainly very singular and noteworthy that on the one hand highly developed plants and on the other hand the lowest forms of life, should produce poisons which so strikingly resemble each other in their fatal qualities, in their creation of immunity, and in their power of agglutination.

—Scientific American.

MEAT SCARCITY AND MEAT PRESERVATION.

Even in uncivilized times and regions man has been taught by experience to provide against famine by preserving food in seasons of abundance. Although successful methods of preservation have been in use for centuries in all parts of the world, no really rational process could be developed before the cause of putrefaction had been discovered in bacteria, and means of preventing the growth of those injurious organisms had been found by experiment. The art of preserving food, including meat, which is especially prone to decay, has been so highly developed, chiefly by the labors of the bacteriologists, that food preservation has become an important factor in maintaining the balance between demand and supply.

The International Hygienic Exhibition, to be held in Dresdon this year, will devote a large amount of space to this subject of paramount economic, as well as hygienic, interest, and will reserve a special section for exhibits illustrating the theory and practice of meat preservation. This information is given by the journal Hygieia, the official organ of the exhibition, which summarizees, as follows, the various general methods of preserving meat.

These methods are four: desiccation, cooling, heating and sealing, and treatment with chemical agents. Drying is a very old and good method, which is still practiced by primitive races and, to some extent, in civilized countries. The method of drying meat which is used by the Laplanders, for example, will be illustrated at the exhibition. The special advantage of drying is that the meat loses none of its natritive value, as it is neither leached nor chemically altered. The efficacy of the widely used process of salting and pickling, especially dry-salting, depends partly upon the fact that salt and saltpeter extract water from the meat and thus prevent the growth of bacteria, but these salts also destroy the bacteria by chemical action. In smoked meat, likewise, the putrefying organisms are killed by the creosote and other ingredients of the smoke.

The preservation of meat by cold storage is now practiced on an immense scale, with the aid of elaborately equipped and carefully managed refrigerating and cold-storage rooms, which will be well represented at the exhibition. Frozen meat can be carried around the world without losing any of its freshness, and cities can be abundantly supplied with fresh meat in the hottest weather.

Of still greater practical importance is the method of preserving meat by heating or cooking it, and sealing it in air-tight cans. Not only have the commercial canned meats and meat products become very popular, owing to their cheapness, convenience, and palatability, but the small and very efficient forms of sterilizing apparatus, which are now made for household use, are beginning to appeal to many persons who are still suspicious of commercial canned meats, despite the skill, care, and governmental control which are applied to their production. Any householder can now preserve meat in perfect condition.

As the use of canned meat increases, the often recuring rise in the price of meat will rapidly lose its terrors, and gradually become imperceptible. When strict control of food supplies shall have been established by every government, and the restrictions which now hamper international commerce in meat shall have been abolished, all local and temporary variations in production will be compensated by imports and exports.

—Scientific American.

ADVERTISING A MIGHTY FORCE

Address Before Ad Men's Club of Atlanta

INTEREST OF THE SOUTH

Mr. S. Wilbur Corman, of the N. W. Ayer & Son Agency, Speaks of the Wonderful Results Gained From the Proper Use of the Printed Page—Good Advice to Merchants—Success of the Great Department Stores

Before the Ad Men's Club of Atlanta, Ga., last Tuesday evening, Mr. S. Wilbur Corman, who holds a responsible position with N. W. Ayer & Son general advertising agents, Philadelphia, made an interesting address on "Advertising as an Economic Force." In the course of his remarks Mr. Corman said:

The marvelous progress that has marked the history of this country could never have been accomplished if we had not been a reading nation, if there had not been at hand the ready means for spreading the news of our doings, if the world (and our part of it particularly) had not developed to the point where we are hungry and thirsty for the story of life's activities. Our whole national existence has been vitalized and moulded and developed and made what it is far more by the printed page than most of us have ever realized. And advertising is simply a means of harnessing this big vital force for individual, personal, business purposes. I contend that, properly understood and properly employed advertising will become—indeed has become—one of the greatest economic forces that the world has ever known.

Even electricity, with its many uses so vast and marvelous that the mind it, has contributed no more, and in its cannot conceive or the tongue describe it, has contributed no more, and in its future can contribute no more to our moral, mental and material well-being than advertising. Scientists are finding out things. We as an industrial people are making practical applications of the truths that are coming to light. Advertising will furnish the means of letting the world know. It will multiply and vitalize and intensify all the things that will make for better homes and better health—better clothing and better food—better ideals and better lives.

Some Great Results

Nearly 500 private schools in this great country are advertising—each setting forth in print the reasons why the youth of America should have the sort of educational advantages that that particular institution affords. Does this mean anything for our national educational standards? One great correspondence school, built by advertising in 19 years, now has 92 courses of study open to toilers who are willing to devote a portion of their spare time to self-improvement. They have hundreds of thousands of graduates to their credit, and an average of more than 300 per month voluntarily report a raise in salary directly traceable to improved efficiency because of this school's instruction. Do all these bettered, broadened lives count for anything? Do these increased earnings mean anything to the families dependent upon them? Well, advertising did it.

Who will compute the moral and social value of good music? We are not a musical people—that is, our natural musical inclination is slight and our disposition to improve it even less. But we like music. What do you suppose the phonograph and the player-piano have done for us as a people? They have developed a very general musical sense and appreciaiton in a few brief years and advertising is the only means through which it could have been accomplished.

Testimony of a Dentist

The dentists' profession is bound up by a lot of traditional ethics, and dentists, of course, do not approve of commercial publicity; but as good a dentist as there is in the land told me a few months ago that the widespread advertising of tooth brushes, tooth pastes and powders and mouth washes had done more for the teeth of the nation than all the dentists in America.

The automobile is augmenting man's social and business capacity, and giving him more time for both. It is lessening his time between work and play, which means more time for either, as he may choose or need. It is keeping families together, taking them into open air and adding an element of pleasure and profit to existence that is not to be measured by a few words. And advertising is doing a good part of the job.

The advertised product is usually a good product. It can't last, if it isn't worthy. And this sets a new standard of excellence for all competing articles of a similar nature, advertised or non-advertised.

Department Stores

The American department store furnishes the best example of a merchandise-distributing medium that the world has ever seen, and it has been built and maintained by advertising.

Time and money are necessary in every commercial success, but advertising provides the opportunity for dollars to do more than their old share, and to a great extent curtails the time required.

Yesterday a merchant opened a store; someone came in and then another and then another. With reliable merchandise and proper business methods he slowly and laboriously built up good will and reputation.

Today he opens his store and advertises. His story is read and believed. Folks come to see, inspect and examine. Given the same worthy goods and dependable store management, he can establish good will and reputation with comparative quickness. Advertising makes all this possible.

If a woman needs some sheets and pillow cases there is no better news in the paper for her than the story of a special sale of bedclothing at one of the local department stores. The housewife is the general manager of the American household, and better to her than any news of deaths, fires, politics or scandal, are the advertisements that tell how to clothe her family, conduct her home and provide for her table money economically and efficiently.

The Sane and Honest Way

Few business men can afford to do their own advertising—they will usually do better to entrust that division of their work to someone of demonstrated ability and integrity. As in many other lines, the cheapest advertising advice is frequently the most expensive, but there will always be men trying to get something for nothing, and who usually end by getting nothing for something.

Here advertising has not as yet developed to the point where the average plain everyday American business man realizes the vast importance of a reputation for strict commercial honesty on the part of those responsible for his publicity; and while he would scorn to deal with a bank of shady reputation, or buy raw material from a firm of doubtful standing, he frequently permits large sums of advertising money to be handled by concerns who have more dark, subcellar ways of winning at both ends than any piratical bucket shop that ever fleeced a lamblike speculators. There is, however, a decided tendency to fumigation of American business morals all along the line, and every year sees more advertising being done in accord with sane and honest commercial principles and less being done the other way.

LIST OF LETTERS

unclaimed remaining in the Postoffice at Westminster, Md., Feb 18th, 1911.

Dotson, Marsal — Legg, James C.
Harris, Mrs. J. W. — Southerland, A. Co.

Persons calling for matter in the above list will please say it was advertised.

H. P. GORSUCH, P. M.

Pay By Check.

Have Your Money In Our Bank And Pay your Bils with Checks

WHY

1st. It is Convenient.
2nd. It avoids keeping receipts.
3rd. It pleases the receiver.
4th. It requires no change.
5th. It gives you a business air.
6th. It establishes a credit.
7th. It gives you a financial standing.

We furnish Bank Books and Check Books FREE.

The Westminster Savings Bank

WESTMINSTER, MD.

E. O. GRIMES, President. JACOB H. HANDLEY, Treasurer.

—ORIGINAL CHARTER 1898.—

Westminster Deposit and Trust Company,

Westminster, Maryland.

CAPITAL - - - - $100,000.00

SURPLUS - - - - 100,000.00

Invites personal and business accounts.

Acts as Executor, Trustee, Guardian or Administrator, and does a General Banking Business.

We pay four per cent. per annum interest on deposits in our Savings Department. Interest due depositors will be added to their principal on the books of the Company on the first day of July in each year.

Safety Deposit Boxes for rent from $3.00 to $10.00 per annum.

Three and one-half per cent. interest paid on Certificates of Deposit if left with us for one year, and three per cent. for a shorter time than one year.

OFFICERS.

DAVID E. STEM, President.
T. HERBERT SHRIVER, First Vice-President.
JACOB H. BLOCHER, Second Vice-President.
GEO. M. PARKE, Treasurer.
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