FIRST ON THE GROUND

Great fortunes are not always the results of superior skill. Quite as frequently they come from ability to think quickest. The merchants who make the first appeal to a certain popular want, are the ones that get the cream of the trade. The way to attract attention in retail trade is to tell the public about a line of goods and advertise it thoroughly.

When that is done the idea gets into the minds of a great many people that the merchants whose notices they have seen are showing push and enterprise in handling certain lines of goods.

People will go down and see an attractive line displayed in the window of a nonadvertising firm. But if they read a few days before the advertising of a similar line of goods somewhere else, the first man who called their attention keeps it. They will go around first to look at the store that first told them about its product.

Every week the enterprising dealer has some new line of goods that the public wants. Advertising enables him to get those goods promptly before the public. While other dealers will wait for weeks or indefinitely for the public to come around and see their stuff, the advertisers get their appeal in first. People look upon them as the headquarters for those goods, the places where they can be had to best advantage, where the largest assortments are kept, and the best prices are given

It is a hard proposition to beat an advertised store. By the time its competitors have caught up to where it was in any particular, the advertised store has closed out that particular line of stock and taken up something new. It is always ahead of the game, and it pays for the public to patronize that kind of place.

THE PURSUIT OF CHEAPNESS

You can see the high cost of living every time you go to any kind of a store. But there are a good many directions in which the high costs have been more or less successfully concealed by a cheapening of the quality.

For instance, take the item of umbrellas. A good many people have always made it their practice to buy inexpensive ones. They figure that they are not an easy kind of property to keep. Under these conditions, they would not buy an umbrella costing more than $1.00. Formerly this grade had good material. There was no style and fine quality about it, but it would wear.

Now there may be dollar umbrellas ing good material but they are to find. Those for that price are o have a coarse cover and very e ribs and joints, so that they go to pieces.

If you want $3.00 shoes, you can still get them. But they are a very different article from the $3.00 shoes you could buy 10 years ago. The $20 suit of clothes you can buy today is a very different thing from what you used to get.

There may be exceptions, but on the whole it is poor policy to insist upon buying at a fixed price regardless of quality. If an article is made of cheap material, or poor workmanship, it cannot possibly wear.

The merchants of Westminster would greatly prefer to sell substantial goods, because these are the only kind that will give satisfaction. They have to keep cheap goods to an extent, because many people demand them and would buy out of town if they could not get them. But the best trade is a well made article of good quality that will give good service.

NEWS SERVICE

President Wilson has announced the appointment of Harvey D. Gibson, General Manager of the American Red Cross, as a member of the War Council of that organization. Mr. Gibson succeeds Major Grayson M. P. Murphy, who resiged from the War Council recently to join General Pershing's staff.

The President's appointment gives Mr. Gibson the distinction of being the youngest member of the War Council, he being 35 years old. He will bring to the War Council all the energy and enthusiasm that has characterized his work as General Manager of the Red Cross. While he has occupied this position, which he will retain, the number of chapters affiliated with the Red Cross increased from 1,800 to 3,500.

Prior to his appointment as General Manager of the national organization on July 15, last year, Mr. Gibson had been chairman of the New York County Chapter and was thoroughly familiar with the problems and activities of the Red Cross. He became President of the Liberty National Bank in January, 1917, having been before that the assistant manager of the American Express Company. At the beginning of the European war he was appointed head of the committee of bankers which was sent to Europe to distribute the gold which the U. S. Cruiser Tennessee carried over for the relief of marooned Americans.

Mr. Gibson was made General Manager of the Red Cross by Henry P. Davison, Chairman of the War Council, because of his recognized ability as an organizer.

At the time of his appointment, Mr. Davison paid this tribute to the new General Manager's abilities:

"We are peculiarly fortunate in being able to obtain the services of Mr. Gibson who is one of the most successful young men in America. He brings to the work youth, great administrative ability, and unbounded energy and enthusiasm."

In his position as a member of the Red Cross War Council Mr. Gibson will have as his associates Henry P. Davison, Charles D. Norton, John D. Ryan and Cornelius N. Bliss, Jr.

MILITARY COURTESY REQUIRED OF A. R. C. MEMBERS ABROAD

The following is the text of the order regarding saluting by members of the Red Cross organization abroad as issued by the Commissioner for Europe:

The requirements of military courtesy will be carefully observed. Alertness in saluting will be exacted. When a superior offficer approaches members of this organization, whether indoors or in the street, any member of the group observing the officer will command attention, whereupon all will face toward the officer and all will salute. Members of the organization at meals in cafes or restaurants, or at work at their desks, will not rise upon the approach of a superior officer unless personally addressed or unless specially called to attention by their senior. Members of the organization passing superior officers in vehicles will salute without rising. Smoking materials will be removed from the mouth before saluting. Drivers actually handling teames or chauffeurs actually driving automobiles will not salute; if halted they will salute without rising.

Whenever appearing in public particular attention will be paid by members of this organization to their bearing and general appearance. Chauffeurs and teamsters will not lounge or slouch in their seats whether the vehicle in which they are seated is moving or not.

All members of the organization will salute all officers of the American Expeditionary Forces.

All salutes shall be carefully and promptly returned.

The American salute is made by raising the right hand smartly till the tip of the forefinger touches the lower part of the headress or forehead above the right eye. Thumb and fingers extended and jointed plam to the left, forearm inclined at about 45 degrees, hand and wrist straight; at the same time look toward the person saluted, then drop the arm smartly by the side.

NAVY NOTES

Young men of Maryland who want to serve their country should seriously consider the Navy's need for men in the Aviation Branch.

The Navy recruiting authorities at Baltimore have been asked by the Bureau of Navigation to enlist young men as quartermasters for the Navy's aviation branch, these men to eventually become pilots after they have had the necessary training.

In addition to quartermasters there is a demand for machinists and carpenters to work at their trades in the aviation branch of the naral service, these Mechanics being given special training in aviation technique.

The recruiting authorities are unable to understand why there has not been a quicker response to this need in time of war.

The pay of quartermasters, machiists and carpenters in the aviation branch is attractive and there are many opportunities for advancement.

There is still a need for apprentice seamon and young men are now allowed to enlist in the Navy for the duration of the war instead of the regular four year term.

Full particulars of Navy enlistments can be obtained from the nearest postmaster; directly from the Navy Recruiting Station, Calvert and Lexington Streets, Baltimore, or from the Navy Recruiting sub-station at Cumberland and Hagerstown.

At the Annual Meeting of the Tri State Packers Association held in Philadelphia, Jan. 23rd and 24th, 1918, the following resolutions were passed and in order that the widest publicity might be given to the matter so that the growers of canning crops in Maryland, Delaware and New Jersey might understand the cordial spirit of co-operation in which the Canners wished to handle this matter with the growers, it was suggested that as a matter of public interest that the County Papers throughout the section interested be requested to give these resolutions generous display in their issues and we trust that the Press will respond to this request in the most public spirited manner.

RESOLVED: that in view of the extreme need of the production of the gratest amount of food possible in this Country not only for the Army and Navy and our people at home but for the Allies as well, that we urge upon the Government, whereever possible, that those engaged in agricultural and food industries as well as the labor necessary thereto, to relieved from Military Service.

RESOLVED: that since the slogan of the day is "Food will win the War" and in order that the "Boys Over There" and those dependent upon us here may be furnished with a plentiful supply of Canned Foods, we call upon the farmers of the Tri-States to co-operate with us by growing the greatest acreage possible of Sugar Corn, Peas and Tomatoes at prices which, while liberally rewarding the farmer and in keeping with present prices for other farm products, will yet patriotically help to decrease the high cost of living and lighten the already "heavy burden" for our people at home and our Allies abroad and in this patriotic effort both farmer and canner must co-operate with the utmost enthusiasm and mutual goodwill.

TRI STATE PACKERS ASSOCIATION.

C. M. Dashiell, Secretary.

THE TEMPERING OF BRONZE

Knowledge of How to Do It Perished With Hiram Abif, Man of Tyre, According to Tradition.

When King Solomon had reached a certain stage in the building of the temple of Jerusalem he wanted the help of metal workers, for his people knew little of that art. Therefore he sent to his neighbor, Hiram, king of Tyre, traditional descendant of Tubal Cain, the pioneer of workers in brass and iron. Brass in those days was not brass, as it is understood now, but properly bronze, observes the New York Sun. So King Hiram sent his master of craft, Hiram Abif.

The Bible relates that "he was a widow's son of the tribe of Naphtali, and his father was a man of Tyre, a worker in brass, and he was filled with wisdom and understanding and cunning to work all works in brass."

Masonry holds Hiram Abif as its founder and Masonic tradition has it that this master metal worker was murdered by jealous artisans in Solomon's service.

It seems that Solomon wanted Hiram Abif to teach one of his men how to fashion and to mix that wonderful bronze so that he, too, should have a master of the craft in his own kingdom. News of this came to the ears of a lesser artisan, who also had aspirations. Therefore when the temple was finished and the night before the man of Tyre was to return to his native city he was waylaid and murdered after refusing to divulge the secret of his cunning.

From that day on, the tradition is, no more of that wonderful material was made, but existing bronze implements were melted up and worked over from time to time that weapons might be fashioned for the fighting men.

SLOW WITHOUT ADVERTISING

Merchant May Eventually Establish Reputation Among Small Circle, but It Takes Years and Years.

Without advertising, a merchant can eventually build a reputation for his store among those who chance to come into it, and among their friends, so that they will have confidence in him and in his clerks or salespeople, so that they will buy goods more readily, having greater confidence. But that takes years and years.

Through advertising, salespeople sell more goods in a given number of hours because, through advertising, the merchant has made the public know that it is safe to buy from him, and the salespeople do not have to argue the merits of the goods. All wool is all wool and fast colors are fast.

The simple result is that each salesperson sells more goods in a given number of hours and his or her salary is distributed over a greater number of sales, so that the cost of selling the goods is actually reduced.—Exchange.

Couldn't Blame Him.

There is a Cleveland park boy who has been trying to get a good mark in geography, inasmuch as the teacher at the John Eaton school has been giving him only "fair" in that particular branch of his scholastic work. So the lad has been going over and over the book, learning the lessons by heart. In this particular text book the author seems to have had the word "accessible" on the brain, for in every lesson something is found to be accessible. Either the farms or the rivers or the bays or the mines seem to be accessible to something or other. In the latest lesson the "forests are accessible."

The boy's father, also going over the lessons, asked his son if he knew what it meant to say that forests were accessible, and the boy didn't waver an instant. He came back strong:

"Why, certainly. Anything that can be easily cut by axes is accessible."—Washington Star.

Shuddering.

Shuddering is done by clenching the jaw's and running a quiver down the spine. It is important to be able to shudder well at a time when there is so much news of a shuddering nature. A few moments spent each day in the simpler exercises of shuddering will soon make you proficient. Compose your features and sit quietly for a while. Then think of something horrible. You may not be able to shudder at first, but in time you will find you can shudder at any length on slight provocation. It is always embarrassing to be unable to shudder well when you are giving a sympathetic ear to a friend's account of his operation.—Detroit Journal.

SORCERERS BURNED AT STAKE

Custom of an Early Age When Thousands of Unfortunate Students Were Put to Death.

Alchemists often believed that by deep thought they could find a way to turn base metals into gold, but alchemy itself was much deeper and broader than this, according to a writer. It was supposed at this time that there were seven heavenly bodies—the sun, moon, Mars, Mercury, Venus, Jupiter and Saturn—and seven metals—gold, silver, iron, mercury, copper, tin and lead. There were also seven days in a week and seven colors in a rainbow. There were twelve signs in the zodiac, twelve months in the year, twelve precious stones, and twelve parts to the body. It seemed to the alchemists that there must be some hidden connection between these things of nature, and in trying to find it they spent much time in watching the sky and in bending over their crucibles and retorts.

During an age when superstition was rife such nocturnal activities could not fail to arouse suspicion, and to be accused of being a sorcerer was generally followed by burning at the stake. Many thousands of such unfortunate students were put to death during these dark centuries, but in spite of the dangers men secretly studied alchemy.

TRAVELED OVER APPIAN WAY

Paul and His Companions Evidently Used Famous Highway on Adventurous Journey to Rome.

"All roads lead to Rome," said a Latin proverb. When Paul and his companions, after the adventurous journey in which they suffered shipwreck on the island of Malta, landed in Italy they found brethren in Puteoli, now called Pozzuoli, near Naples, and "Were desired to tarry with them seven days;" and then the narrator of the journey says, "we went toward Rome."

Luke does not tell us by what road they traveled, but we can be sure that it was by the great Appian way, already three hundred years old, which was built by Appius Claudius, a Roman censor, from Rome to Capua, a point not very far from the port where the prisoners landed.

From Capua to Rome was a distance of 125 miles. Paul and his companions probably walked the whole distance, but were met at the Three Taverns, 17 miles from Rome, and at Appii Forum, or the market of Appius, ten miles from Rome, by delegations from the infant church in Rome.

This great highway was built of hewn stones laid in cement, and averaged about 20 feet wide. Parts of the road are still in excellent preservation.

The Three Taverns is identified by some ruins, which are pointed out to the modern tourists as the remains of the station at which Paul was met by his loving brethren from Rome, who had received news of his coming—probably by the system of posts which penetrated to all parts of the empire and resembled the modern post office, and through the Acta Diurna, or public bulletins which were a prototype of the modern newspaper.—Christian Herald.

PREJUDICE LEADS TO WRONG

Warps Our Judgment and Breeds Injustice, Unkindness and Even Cruelty, Says Writer.

Prejudice is an insidious thing. It creeps into the soul unaware. It leads us to say and do wrong things; it warps our judgment and leads to injustice, unkindness and even cruelty, says a writer in the Milwaukee Journal. It paves the way for hatred and malice. In proportion as we learn to clear our minds of prejudice we become better men and women; we win friends and dissolve enmities; we are more worthy of respect and confidence. No one wants to be judged by false standards that prejudice sets up. Beware of judging others in such light. Prejudice cramps the mind and the heart; it stands in the way of rightful growth of character.

It is wise to search your heart, and if you find prejudice there to set about to root it out wholly. Do not be sure you of all men are unprejudiced. That is the danger; for prejudice is guarded by vanity. Seek to be just in all things, small as well as great. In all the relations of life be sure you are not judging another, not for his error but from your prejudice. For the worst thing about this weakness is that it breeds injustice and unkindness and malice. It hurts innocent folk and makes no one happier.

Cool.

There had just been a railway collision in France—a terrible wreck. It was night-time, but there was light enough to see something of the havoc and the tragedy. The prefect of the department, summoned in haste, was already on the spot organizing the work of rescue. Suddenly from one of the first-class carriages which had stayed on the rails and somehow escaped being telescoped emerged a stout man still about half-asleep. He had as yet only a very misty notion of what had happened. He had, in fact, been so deeply immersed in slumber that he had felt hardly more than a slight shock. The first thing that he saw clearly was the prefect wearing his sash of office and busy attending to the wounded. He gave an exclamation of mild surprise. For the man half-asleep was also a prefect. Almost as if he were passing the time of day with a colleague encountered by chance on the boulevards of Paris, he spoke.

"Well, well," he said, "what are you doing here?"

Looking for Bigger Game.

Bobby and his sister, Ruth, were visiting in the country. One morning, accompanied by their nurse, they went for a walk in the fields. Ruth was much afraid of snakes, and Bobby, much to her horror and disapproval, boasted that he wasn't "scared of snakes," and if he saw one he'd kill it. The words were scarcely out of the little fellow's mouth when a small garter snake glided down the path before him. Bobby, as fast as his small feet would carry him, ran in the opposite direction. Ruth and the nurse called after him, reminding him of his boasts. Bobby, without stopping, called back, "Oh, I'm not afraid of that snake, I'm just a-lookin' for a bigger one."

The Son's Opinion.

The late Mr. Henniker Heaton's use of questions in the house of commons did not commend itself to all his family. One of his sons, a small midshipman, did not fail to express his views on the matter. One day, when the latter was home on leave, his father said to him:

"I am always very glad to get your letters, but I notice you never tell me anything of interest about the navy."

"No, thank you," replied the small midshipman; "too many of our fellows have had their careers simply ruined by their fathers asking questions in parliament!"

Expert Knowledge.

He—Do you know which is the most efficient arm of the service?

She—Of course, I do. It's the one they put the stripes on.

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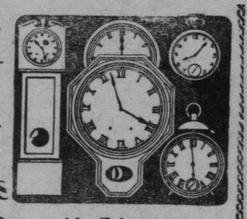
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How would you enjoy a furnace that saves a third or more of your fuel?

And how would you like to get more heat from the smaller quantity of fuel than you formerly did from the larger quantity?

Here's a furnace that will do just that thing—save fuel and give more heat for the fuel consumed. It's the

PIPELESS CALORIC FURNACE

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It does away entirely with a complicated system of long pipes and many registers and sends heat directly up into the house through *one* centrally located register. Then, the heat circulates from room to room—displacing cooler air which is drawn down and reheated—till every nook and cranny is warm as toast. Yes, and this free, unhindered circulation takes place in an amazingly short time and gives an equal degree of warmth in all the rooms.

The Caloric Furnace is doing this in *thousands of happy homes.*



Hundreds of delighted Caloric owners write letters of unstinted praise, telling how comfortable they are and how much less coal, coke or wood they burn than formerly.

The Caloric is a wonderfully efficient furnace. It may be installed in an old house as well as a new, and even where there is no cellar. You really ought to know about it. Come in, let us show you some of its many advantages—the patented triple casing that keeps the cellar cool, and its guaranteed firepot that has 500 square inches more radiating surface than other firepots.

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ATTORNEY AND AGENTS SALE OF VALUABLE REAL ESTATE IN WESTMINSTER DISTRICT, CARROLL COUNTY, MARYLAND.

By virtue of a power of sale contained in a mortgage dated 22nd day of April, A. D. 1915, from Jeremiah A. Costley and wife to Union Bridge Banking and Trust Company, a corporation, and recorded among the real estate mortagge records of Carroll County, in Liber O. D. G. No. 66, folio 21 etc., and therein given to the said Union Bridge Banking and Trust Company, a body corporate or to George L. Stocksdale of Carroll County, Maryland, its the said mortgagees duly constituted attorney and agent, the said George L. Stocksdale, as attorney and and agent as aforesaid named in the said mortgage will offer at Public Sale on the premises on

WEDNESDAY, FEBRUARY 13th

A. D. 1918, at 2 o'clock P. M. all that lot or parcel of land containing

11 ACRES AND 6 SQUARE PERCHES

of land more or less, adjoining the lands of John W. Wilson, Vernon Barnes and others, and is improved by a two story



Frame Dwelling HOUSE

with porches, cellar etc., a small barn and usual out buildings, some lumber, fruit etc., this property is beautifully located, in a good neighborhood, and worthy the attention of purchasers, situate about 3-1-2 miles from Westminster, Maryland, on a county road leading from Westminster to Stone Chapel. For further information call upon the undersigned, at Westminster, Maryland.

TERMS OF SALE: Cash; Credit terms will be given if desired by the purchaser or purchasers; A cash deposit of $250.00, will be required of purchaser or purchasers on day of sale.

GEORGE L. STOCKSDALE,
Attorney & Agent named in mortgage.
G. L. STOCKSDALE,
Solicitor.

ADMINISTRATRIX SALE OF PERSONAL PROPERTY

of the late Lewis D. Zepp, deaceased, at Deep Run, Carroll county, midway between Deep Run road and Bish's school house on

THURSDAY, FEBRUARY 28th

at 10 o'clock P. M.

ELIZA J. ZEPP, Admrx.

D. D. Fuhrman, Auct.

M. J. M. Troxell, Clerk.

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You can verify Westminster endorsement.

Read this:

Mrs. C. V. Bankert, 64 Pennsylvania Ave., says: "About six years ago I had a severe attack of kidney trouble and suffered very much. My back pained me and I felt so bad I couldn't do my housework. I tried different remedies without much benefit. A friend told me of Doan's Kidney Pills and I got a box at the Shaw Drug Co. I still use Doan's Kidney Pills whenever I need them; they are a wonderful kidney medicine.

Price 60c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mrs. Bankert had. Foster-Milburn Co., Mfgrs., Buffalo, N. Y.

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