American Sentinel

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 at Westminster, Md., as second-class matter

Westminster, Md., August 8th, 1919.

THE CONTROL OF VERMIN

The presence of rats and mice was formerly regarded as merely disagreeable and distasteful, but not of any vital importance. Yet for the past few years, scientists have been issuing warnings about their danger as a carrier of disease.

Also their consumption of food is enormous. One rat they say will eat 40 to 50 pounds of food in a year, and in many rural districts there are a dozen rats for every human being. In cities the rat population is enormous. With half of the world going hungry. it is time to cut down the very heavy waste from this source.

During recent years many lovers of birds have felt that cats were altogether too numerous, and must be kept down for the sake of the feathered life. They complain of the farms where cats multiply with little check, preying on birds to a large extent.

Yet these cats must do a lot to keep down the rats and mice. These are their first prey rather than birds. Kitty has still a place in the home and farm, and she has her very useful function to perform.

The soldiers in the trenches learned very thoroughly what an enemy to mankind the rat is. Their number and ravenous hunger is represented as one of the ghastly horrors of those hideous scenes. These boys ought to come home with a well developed Kill the Rat spirit.

The boys have predatory instincts that need some form of expression. They may well be encouraged to get after the rats. A well cared for set of traps will supplement the effort of Kitty. If kept carefully baited they will clean the vermin out of any neighborhood. It is a simple enough matter to keep them down if pursued with persistence.

SUMMER ADVERTISING

The idea used to be entertained by some merchants, that they could drop their advertising expense in midsummer, and get along until fall without any publicity service.

An examination of the metropolitan papers at this time of year will show that that theory does not prevail among the big space buyers, who govern their advertising appropriation by scientific tests and carefully worked out experience, They keep on advertising freely during the hot weather.

The real state of the case is that summer is a very favorable time in which to build up a business good will through advertising. Most merchants at this time have considerable stocks that they need to work off before the fall trade comes on. If they carry these goods much longer, they will either have to make tremendous reductions to sell them, or they will have to store them away on their shelves, pay interest rates on the money to carry them, pay insurance enough to cover them, and take chances of going out of style and general deterioration.

Whereas a moderate advertising appropriation at this time will work off those goods at a reduced. but everything considered, a fair price.

It has become such a custom for merchants to make a special drive to work off goods at this time, that many purchasers expect it and save money for it. They are all ready to buy now. But they do demand that they be "shown" that the goods have some extra value. Unless some special effort is made to show them that they can get goods cheaper now than later, they will rub along through the summer and save their money. But a little advertising works on minds already prepared to buy, and serves as the final clincher.

THE DEMAND FOR ENTERTAINMENT.

Many observers feel that modern life is playing the game too fast. People have to be entertained too much. Many live in a perpetual whirl of excitement. Families that used to spend Sunday afternoon and evening hours quietly resting on their porches, now tear around the country in automobiles.

Young people used to amuse themselves, now the older folks sometimes feel they must get up diversions to amuse the young people. Country families get lonely and flock to the cities where there are white lights and something doing every night. The days of philosophic calm and reflection seem gone for good.

In city life there are plenty of folks who go to some theater or party about every night. If the women have wealth, they may be able to lie abed late next day and so make it up. But the men can't be very valuable in business. Still some persons of a naturally calm temperament take it easily enough. They waste their time horribly, but they laugh and grow fat on their idle and thoughtless life.

In these days of elaboration, simple pleasures seem to pall on many young people. After seeing the league teams ball play, many kids become too superior to play a game of three old cat out in the back yard. Having attended a few swell parties, some up to date young people could not possibly go out in the country for a ham sandwich luncheon and simple open air frolic.

There are lively times, and wide awake people like to have their share in what is going on, and share the experiences of modern life. But sensible persons allot quite a part of their time to quiet home evenings There they catch their breath a little, and read good newspapers and magazines. and see the heart of the world's advance rather than its mere surface glitter.

THE "CARD OF THANKS".

Some supercilious persons poke fun at the so-called "card of thanks," the brief newspaper notice by which bereaved friends express gratitude to those who have helped them through periods of sorrow. Yet those who have been through sad experience have come up against places where they find the use of these cards very helpful.

It is not from any feeling of conventional politeness that a man is impelled to visit a newspaper office and insert a card of thanks. He has been through the experience of a distressing loss, is upset with grief, and burdened by the many things that have to be done at such a time. A great number of friends and neighbors have done acts of kindless and offered sympathy.

He wants to recognize all this friendly spirit. but finds it diffcult to do so. He might sit down and write letters to everyone. But few people have time for that. Many persons write letters with great difficulty. Some people have printed or engraved cards distributed, which is thoroughly appropriate. Yet there is always the likehood that some people would be unintentionally omitted.

It is a simple and appropriate thing, in such cases for a family to resort to the newspaper card, in which they can make their gratitude clear to all friends. Thus they relieve themselves of a heavy burden in a time of strain and show that appreciation which everyone feels on receiving kindly acts.

Newspaper people have helped great numbers of bereaved families to formulate these notices, and are glad to offer their services to put the same into shape They should do it, not as a mere item in a day's business like taking in a Want ad, but with some feeling that they are helping in the exchange of human sympathy. and doing a bit to relieve the suffering of the world.

COMMUNITY SPIRIT

A person has community spirit when he realizes how his own success and welfare and enjoyment depend upon the prosperity and well being of his whole community, and he must be willing to take hold with his neighbors in joint efforts for the benefit of the whole community.

People used to devote nearly their entire attention to working for their own success. By a constant hustle they might be able to get ahead of less energetic neighbors, and get a little more than their share of the general prosperity.

But when a man rises to the point of community spirit, he sees that if he merely tries to outstrip his competitors. he is never going to get very far. They are going to be stirred up to outstrip him, and business will be a "dog eat dog" kind of life.

When a group of men get community spirit, and begin to work not merely to get business away from each other, but to get more business for the whole group and the whole town, then the good returns begin to flow in. They gain benefits they could never have attained by working individually, amply compensating them for all time put into community enterprises.

Community spirit frequently begins by a general agreement to work co-operatively for business enterprise, but if it is the real thing it never ends there. It works for all good town causes, and is never satisfied until the town is equipped with all the facilities which a place of the size can expect. If we can promote that spirit here in Westminster, we shall accomplish results that once would have seemed visionary

Women still complain of lack of pockets, but they seem to stuff large quantities of baggage down their V necks.

Think Of The Unmarked Graves
AND SEE
JOSEPH L. MATHIAS
Westminster, Maryland.
Phone 127 East Main Street, Opposite Court Street



Marble & Granite Dealer
250 Monuments And Headstones
In stock to select from. Al Stones delivered anywhere by Auto Truck.

You Always Need Feed
We are here to serve you with whatever you need for the
Horse, Cow, Hog, Chicken, and have something Special for the Calf.
Sugarota Calf Meal A perfect substitute for milk for Calves and Pigs
1 pound of which is equal to 1 gal. of full milk.
Farmers' Fertilizer & Feed Company
Westminster, Maryland.

Chas. E. Owings
Will Buy
CALVES
every Wednesday and Saturday.



Highest cash prices. Bring them in by seven o'clock in the morning.

NOTICE!
An old reliable firm with a NEW and UP-TO-DATE STOCK, as I sold my entire stock on March 18, I have REOPENED with a fine line of
Clothing, Shoes, Hats and Furnishings for Men and Boys.
Come in and look us over, all visits will be appreciated.
H. Rosenstock,
6 West Main St.,
Westminster, Md.

DO YOU REALIZE
The advantage of Service? And what it really means to you to deal with those who are in a position to supply your demands?
In these times especially, Efficiency, Service and Saving are the Watchwords.
We are the owners of the only automobile hearse in the City, always ready for our patrons' use. That is service.
As the oldest established undertaking business in the City we deem it our duty to give attention to to the very smallest details, and assume every burden of responsibility which our patrons choose to impose on us. That is Efficiency.
We have no extra charge for automobile funerals, and we are the only house in the City in a position to do this. That is Saving.
F. A. SHARRER & SON
Phone 117 night and Sunday Phone 295
FUNERAL DIRECTORS AND EMBALMERS

R. SMITH SNADER
FOR STATE SENATOR FOR CARROLL COUNTY.
To the Voters of Carroll County:
Owing to the many demands made by friends over the County, regardless of political affiliation, I hereby announce my candidacy for election to the State Senate, subject to the Republican primaries.
In making this announcement I refer the people of my County to my past record, both in the House and in the Senate of Maryland.
Thanking the people of my County for the honors they have conferred upon me, by twice electing me to the House and one term in the Senate, I again appeal to you for your support.
If nominated in the coming primaries and elected in November I promise to discharge the many duties of my office, for the best interests, both for the people of my County and the State of Maryland. For these reasons and many others, which I will make public later, I again appeal to you for your support.
R. SMITH SNADER,
Eleventh Election District.
New Windsor, Md.

A Banking Institution For the People
Persons visiting this Institution have often remarked as to the number of accounts we have in our SAVINGS DEPARTMENT.
We take this as evidence that this Institution is popular with the people.
We Pay 4 PER CENT. on Saving Accounts and Interest is Compounded Semi-annually
We pay 4 Per Cent. on Certificates of Deposit
On Active or Checking Accounts we pay 3 per cent on daily balances on sums of $500.00 and over and interest is credited every month.
Will be glad to have you call and discuss the question of saving with you and will appreciate your account, whether large or small.
Westminster Deposit & Trust Co.
Capital, $100,000.00 Surplus Undivided Profits, $159,000.00

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