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 in Westminster, Md., as second-class matter.

FRIDAY, JANUARY 20th, 1928.

RECOGNITION OF MERIT

One of the problems of the business world, is how to make such arrangements that the people and the business concerns who really merit the favor of the public and of their employers can obtain it. A business concern will go ahead when it so arranges affairs for its employes, that those who merit promotion can be sure of getting it. This encourages intelligent work and initiative.

In the field of retail trade, a problem existed for many years as to how the firms that show the most initiative, intelligence, enterprise, judgment and systematic methods, could get the recognition that they deserve for their superiority. In a community where advertising had not been much developed, such concerns would find it a slow and tedious process to obtain recognition. They would rarely get complete recognition for their merits.

A firm might under such circumstances have quite superior methods, and be prepared to deliver the public unusually good goods for a price below the average cost. But for various reasons, the majority of the people in that community might never realize or find out that such a concern was doing better work than its competitors.

Modern advertising has become a tremendous force in shaping business development, largely because it provides the means by which the concern of special enterprise can obtain full recognition for its merits and get the same very quickly. If its judgment and foresight have enabled it to offer certain goods at a price below the average value, it can present the facts about these goods through the medium of printer's ink, and the people are quick to respond and come in to examine and buy the goods thus offered.

Thus advertising is one of the most conserving and economic forces in modern industrialism, since it encourages merit, efficiency, and fine service.

BUSINESS FORECASTS

Forecasts of the business situation for the coming year seems to be quite uniformly favorable, in a fairly cautious sort of way. Some argue that the year will be just the reverse of 1927. That year started with business at a very high level, and through the year there was a slight decline, nothing that could be called a depression, but a little lower level of activity.

Now it is argued that business is a little below the high level, though not necessarily below a normal level, but that the year is likely to see a reverse kind of motion, with a return to a high level.

Some people argue that these forecasts of trade are never to be strictly relied upon, since they come from people like bankers, brokers, manufacturers, etc, whose interests are dependent upon the growth of trade, so that such predictions are colored by favorable hopes.

Yet bankers are naturally a cautious type of folks, and many of these forecasts come from people in that line. They are fearful of inflation and extravagance and over commitments, and they would rather see business run along on somewhat cautious levels, realizing that high peaks of business are very apt to be succeeded by low points of depression.

People who are inclined to be pessimistic should consider that the things that used to cause commercial depression do not exist now. We have a stable currency, which removes the principal cause of old fashioned panics. Money can be borrowed at low rates of interest, the lack of which condition has caused many crashes in the stock market. And business men buy in small quantities, so they do not get loaded up with goods and stop ordering as they used to. Lacking these danger spots, it is hard to see how business can help prospering.

NO MUSH FOR LINDY

When Col. Lindbergh said farewell at Managua in Nicaragua, a crowd of girls made a rush to get at him. But when Lindy saw them, he ran for the cockpit of his plane. Most fellows would have fallen for this hero worship, and gladly accepted any embraces those girls wanted to give.

There is something impeccable about the conduct of our gallant flier. The ordinary softness in which young men and women indulge is too trashy for him. He has a dignity far beyond his years. If the young people would imitate him, much of the mushy conduct with which they tarnish their bloom, would be avoided.

COUNTRY LIFE

We all want to see the country towns of Maryland prosper and become agreeable centers where people will like to live year after year. Something is wrong in communities where nearly all the young folks hustle to cities.

Social and improvement associations have done a great deal of good. They provide meeting places for the people where they can get together and exchange ideas, and have a good time. When the country folks have a grouch at life, half the time the trouble is that they have no social pleasures. Where they have pleasant activities going on, many people who used to be discontented will become reconciled to their surroundings, and would hate to give up the great attractions of country life.

The main trouble with country life is economic. If people can't make money in farming, storekeeping, etc, no amount of social life will reconcile ambitious ones to a country home. Often this lack of economic success is the fault of the people themselves. They have never studied how to run their affairs in a business way according to modern science.

But in many cases the trouble lies too deep for individuals or small groups to remedy. Orginzations to regulate production and marketing of commodities are needed on some great scale, so that the handling of these products can be dealt with in big units, just as manufactured products are.

That does not mean that the small individual food producer is going to be eliminated, for in every field of business, there is still a chance for the small operator. But there must be organizations big enough to exercise some control over the market, and some means must be found to discourage food producers from raising surpluses of products far beyond the capacity of the market to absorb.

EMOTIONAL INSTABILITY

Some sentimental people feel much in sympathy with the plight of many criminals, who in response to some more or less temporary impulse, have committed some mean or dreadful act of crime. Some go so far as to argue that such people need not so much to be put in jail, as in some kind of moral hospital, where under friendly treatment it is claimed they might quit their warfare against the laws of society.

Many people who would not commit crimes as the result of malicious planning, will have emotional waves in which they do things that at heart they know are wrong and contemptible.

A great many people have these waves of emotion, only most persons succeed in holding them in check. Young people talk at times in a radical and extravagant way. If something comes up that troubles them, they will talk in a most exaggerated fashion as to what they are going to do about it. If home conditions are displeasing, they will threaten to run away. If someone has annoyed them, they will threaten physical violence against such a person.

Now usually these people know in their inmost hearts that the things they suggest doing are wrong, and most of them think better of such threats as soon as they calm down. But there is a certain proportion of people who have these emotional attacks, who lack any stabilizing force to hold them in control. These folks go the limit, and do the wild or wicked things they had threatened.

It is a big question to know what to do with criminals of this type. They can't be allowed to go free, as they are a menace to society. Yet they should not be treated just the same as one who deliberately plans crime. What is needed is more maturity of thought and settled habits of work, which stabilize people's minds and dull the power of sudden emotions.

ABOLISHING SUBMARINES

The dreadful disaster to the submarine S--4, impresses many people with the idea that the best way to prevent such catastrophes in future, is to abolish this type of vessel. It is claimed to represent a treacherous form of warfare, inconsistent with modern ideals.

As far as that is concerned, all warfare is inconsistent with modern ideals, except in self defense or to rescue the oppressed. If one of the great powers adds submarines to its navy, the rest of the competing powers will have to do the same, or find themselves defenseless.

But it would seem as if the nations ought by this time to have progressed far enough in civilization, so that they would abolish by common consent a cruel form of warfare that preys mostly on peaceful merchant vessels and that sends non-combatants, including women and children, to the bottom of the ocean.

The bandits and gunmen are said to laugh at the law, and they will have ample leisure to continue laughing while the community is entertaining them in its free boarding house.

THE BANKRUPTS

Though 1927 has generally been called a year of prosperity, yet plenty of people are always failing in business. During the last fiscal year, 48,758 cases of bankruptcy occurred, with total liabilities of $885,557,006, which was $80,000,000 more than the previous year and $500,000,000 more than 10 years ago.

These losses may seem very big, yet if they are compared with the total income of the country, which was probably as much as $100,000,000,000 for 1927, they do not look so serious. If the American people are losing considerably less than one per cent of their income in such failures, they are doing pretty well. And the liabilities are not by any means a total loss, since in a great many cases, a large part or the whole of these debts of insolvents is paid back.

But these losses are heavy enough so they cause distress. Many solvent firms are pulled down by the failure of their debtors to pay up. It is a tragedy when a firm that has tried hard to make good, finds itself unable to go on. Its assets have to be sold for less than they are worth, its workers have to find employment elsewhere, and often they have very lean times for months or years until they can get started again.

People who start in business should study carefully the causes of bankruptcy, and beware of falling into these pitfalls. Many people will go into business with the sublime confidence that if they have a little capital, they can set up a store, stock it with goods, and trade and profits will come naturally. But there are certain things they need to do to reach satisfactory results. They must know enough about merchandise so as to please and satisfy the public with good values and reasonable prices, they must work hard and buy intelligently, and they should inform the public of what they have through advertising.

NOT MANY THINKERS

A leading figure in the automobile world told an audience recently that only five per cent of the people in this country really think, while 10 per cent imitate these real thinkers, and the rest of the people believe the things they hear and read.

The ability to think could be defined as a capacity for carefully observing facts, plus the ability to draw conclusions based on those facts, rather than on conclusions that someone else has reached. The people who make such original observations, and then draw their own conclusions, are the ones who lead the country in business and politics, and in their own social and neighborhood circles.

WHY COOLIDGE GOES TO CUBA

It is unusual for a president of the United States to leave our territory and go to a foreign land. In the few instances where this has occurred, some great issue was at stake. In going to Cuba to attend the Pan-American conference, President Coolidge and his advisers have such issues to meet.

The countries to the south of us do not like us any too well, which is partly our fault and partly theirs. They may initiate some move to restrict intervention by the United States in the affairs of those countries. It will take all the subtlety of our diplomatists and statesmen to smooth down their ruffled feelings, and work out some plan by which disorderly little republics can be made to behave like real countries.

HOME TOWN THOUGHTS

The folks who kick because nothing is done in their home towns, are often the same ones who when anything is done, find fault because it isn't done right.

Not enough rah-rah boys in our home towns, boosting every good cause, and too many raw-raw fellows, knocking because everything is done raw and wrong.

If a big business can be built up by big advertising, it should follow that a small or moderate sized business should also be built up by a reasonable amount of the same treatment.

COMPETITION AND BITTERNESS

The competition that used to exist between business men in most cities and towns had a terribly bitter and jealous streak in it. Competitors used fairly to rejoice when they heard that some rival had got into financial difficulties.

To-day if the ordinary business man hears that about some rival, he feels genuine regret. He sees no profit for himself since such disasters give a black eye to the trade of the city. But he knows that if his competitors prosper, he will get a reflection from that prosperity. The folks who are drawn in to look at his competitors' stuff, will also come around to see what he has. If one business prospers in a town, all are helped by that prosperity.

RECONDITIONED USED CARS AND TRUCKS

THE BEST VALUES WE HAVE EVER HAD

1925 Studebaker duplex pheaton
1926 Chrysler 70 Sedan
1923 Ford Coupe
1924 Studebaker Sedan, (light 6)
1923 Overland Touring
1925 Buick Coach
1924 Hudson Coach
1921 Ford Sedan
1923 Cleveland Coach.
1923 Light Six Studebaker Touring.
1924 Essex Touring
1922 Liberty Roadster.

Don't miss any of these values.

Come in and look them over.

CHARLES W. KLEE,

Phone 286. at Railroad

Westminster. Md. 1-14-tf

GENERAL HOUSEWORKERS AND COOKS

wanted by

LEE'S (COLORED) EMPLOYMENT AGENCY

235—Beach 84th St.,

Rockaway Beach, N. Y.

Wages from $16.00 to $20.00 per week. Write for particulars.

Telephone—Bell Harbor 3622.

10-28-6m*

IN THE CIRCUIT COURT FOR CARROLL COUNTY

No. 5826 Equity.

In the matter of the Trust Estate of

Clarence R. Glover,
Effie P. Glover, his wife.

Ordered this 22nd day of December in the year 1927, on the aforegoing petition that the Circuit Court for Carroll County, sitting as a Court of Equity, take jurisdiction in the Trust Estate of the said Clarence R. Glover and Effie P. Glover, his wife, and that said Joseph E. Hunter and Walter H. Davis, trustees, settle said Trust Estate under the supervision and control of the Circuit Court for Carroll County, sitting in Equity.

And it is further ordered that the said Joseph E. Hunter and Walter H. Davis, the trustees in the above cause give the usual notice to the creditors of the said Clarence R. Glover and Effie P. Glover, his wife, who were such prior to the 13th day of December, 1927, to file their claims, properly authenticated with the Clerk of the Circuit Court for Carroll County on or before the 23rd day of March in the year 1928, by causing a copy of this order to be published in some newspaper in Carroll county for four successive weeks before the 23rd day of January, 1928.

F. NEAL PARKE,

True Copy, Test:-
Edwin M. Mellor, Jr., Clerk.

(Seal) 12-23-5t

CO-OPERATORS AND NON-CO-OPERATORS

Two boys were seen a few days ago, who discovered a small billboard advertising an entertainment for some public cause, which had fallen over on its face. One of these boys had a helpful spirit, and he picked up the board and put it in its place.

Then his companion, filled with the spirit of mischief and the desire to do something funny, turned it upside down. But his companion called him down, and persisted in straightening up the sign, and would not leave it until he was sure the mischief loving boy had not overturned it.

Thus the two types of people existing in our communities were revealed at an early age. Some are always helping out the good causes and finding pleasure in co-operation, and some are always looking for chances to kick things over and make fun of the efforts of those who are trying to do useful things.

SPENDING MONEY AT HOME

The degree of home town loyalty that exists in a city is reflected in the appearance of that community. It is like the appearance of a farm, which shows on the surface whether the farmer is drawing all the vitality out of the ground. If he is taking out vital soil elements and putting nothing back, you are likely to see poor looking land and buildings.

So if you go through a town and see it looking seedy and run down, the chances are the people have been spending their money away from home. The fertility is being drained out of that community. But if you see a handsome looking place showing enterprise and finish, it is reasonably sure that the people are accustomed to spend their money at home building up their own community.

HAULING

Local and Long Distance

Also

TAXI SERVICE

Levi Barnes,

Phone 73-R. Westminster, Md.

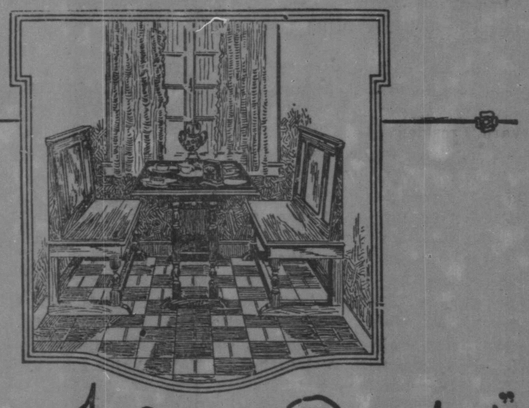
What Will Be His Health?

WHEN your Executor falls ill—and don't forget he is the one who takes your place when you are gone—he looks after his health before he looks after your property. While he may suffer physically your Estate may suffer financially.

SICKNESS attacks men at some time or other. But a Trust Company never becomes ill. If you name this Company Executor of your Will, you know our ill health cannot cause your Estate loss.

Westminster Deposit & Trust Company

CAPITAL, SURPLUS AND UNDIVIDED PROFITS $377,634.13.



"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.

Dining alcoves like this do not have to be made to order, at great expense. They are in stock, ready for shipment, having been made in quantities with a resulting saving in cost to you. This is true of all designs of

1866 CURTIS WOODWORK The Permanent Furniture for Your Home

You can have a convenient dining alcove built-in in your home. Come in and see us about it. Our Curtis Catalog is full of suggestions that will add beauty, comfort and convenience to your home.

Lumber, Coal & Supply Co., Westminster, Md.

Remember Quality First Here

We will not sacrifice quality for price, but give you the lowest price for quality goods.

BEST FOR LESS—ALWAYS.

CORN FLAKES, Kellogg's	3 for 25c
MACARONI	3 for 25c
PORK & BEANS	3 for 25c
PUDDINE	2 for 25c
BRAN FLAKES, Post's	2 for 25c

JOHN T. ZAHN & SON

GROCERIES, NOTIONS AND SHOES,

221-223 E. MAIN ST., WESTMINSTER, MD.

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