THE AMERICAN UNION

Sixty-Fifth Year. DENTON, MARYLAND, FRIDAY, MAY 13, 1921. $1.00 Per Year.

THE AMERICAN UNION NOW HAS GROUND FLOOR OFFICE

Moved From the Second Floor of the Carter Block to the Frame Building to the Rear of Farmers and Merchants State Bank—Machinery on First Floor

BETTER SITUATED TO DO GOOD PRINTING

Instead of housecleaning this Spring, The American Union adopted the plan, said by some good housekeepers to be the easier one, of moving. We'd like to find those housekeepers, and find out just what they had to move and where they had to move it. Personally, we don't entirely agree with them. We would certainly hate to move every six months, or even every year. But now the job is done, and we have rested up a bit, we can look around and draw a big sigh of relief, followed by one of pride. For we believe it has been a good move in every way. Perhaps we are not as near Heaven as we were in the old home, but we are much nearer the people of Denton, and that, after all, is what we want most at present. We'll trust to reaching the other later.

One sad feature of the removal was the sorrow expressed by all our friends in the Carter Block. Or was it joy? One can't always cipher out the real reason for tears, you know. On second thought, we fear mightily that that was an expression of joy, for hats that will not be knocked askew on their pedestals. and dishes that will never again be knocked down and broken, and Directors' meetings that will never again be entirely drowned out , all by the thundering of the presses. Oh well,—perhaps this will all result in a kindlier feeling toward us,—to say nothing of advertising and job work.

Truly we left our mark behind us—not exactly "footprints on the sands of time," but rather "handprints on the walls of the staircase."

Speaking of stairs, we are down now where all you have to do to get to us is to walk through a door. Not a single step to climb. We want you to come, too, with one of several ends in view,—either just to look around and see our new home, or to hand in a subscription, new or old, or order some advertising to add interest to The American Union, or to bring in a nice job. You can do all four things if you want. You may be sure of a warm welcome and a hearty thank you for any business you may bring us.

This move is in line with our attempt to bring The American Union up to the standard of weekly newspapers. A better home and better equipment will go a long way toward accomplishing this, but our endeavor wil not stop there. We aim to improve the contents of the paper, and right here we'll appreciate any help you will give us, either by sending in any news you may know, or by making any suggestions that may occur to you. We are ready for criticism, constructive and destructive, and we shall listen to all you have to say with attentive ear. We make no rash promises about following it absolutely, but we will consider it seriously, and do our level best to conform to your wishes.

Come in, then, and see us in our new home on Third St. at the rear of the Carter Block. Let us show you how well we are equipped to print that job you need, or set up a special ad for you. We'll be glad to introduce you to the linotype, and to anything else with which you may not be familiar.

EPWORTH LEAGUE TO PRESENT A PAGEANT

The young people of Denton Methodist Episcopal Church are rehearsing for a "Pageant of Epworth League Service", to be presented under the auspices of the Epworth League on Sunday evening. The program presents the work of the League at home and abroad, covering its missions in Europe, Asia, South America and the islands of the Pacific, Mexico and the Isthmus states. The exercises are given under the general title: "The Hope of the World" and portrays the beneficient influence that has resulted from the teachings of the league and the moral and intellectual improvement that have followed its work.

WEATHER REPORT

Cold and cloudy weather prevailed from the 4th to the 7th, with a mean temperature about 10 degrees below the normal and a heavy rainfall of two to three times the weekly average. A change to warmer weather and clear skies occurred on the 7th. From the 8th to the 10th the weather was warm and sunshiny.

The cold, wet weather during the first half of the week was decidedly unfavorable for plant growth and farming operations. It caused considerable wheat to rust in central and southern counties, retarded plant growth, and interrupted the planting of corn.

Wheat is in fair to good condition. It continues least favorable on the Eastern Shore. Rye, oats, and pastures continue in good to excellent condition. Rye is heading or has fully headed.

Truck and gardens are fair to good. Early potatoes are up and in good condition, except in the northern border counties, where they are now coming up. Peas are blooming.

Strawberries are ripening. Crop is only of fair size. Some rot was caused in southern counties by the heavy rains.

The amount of corn in the ground is small, but planting is progressing as rapidly as the weather permits.

Tobacco plants are far advanced and are being set out.

A period of dry, warm weather is needed throughout the section.

BERRY CHECKS

The American Union is prepared to print Berry Checks on short notice.

S. S. CONVENTION TO MEET NEXT THURSDAY

The annual convention of the Sunday School Association of Caroline County will be held on Thursday, May 19th at Ridgely Methodist Episcopal Church. The morning session will be held at 10 o'clock. There will also be session: in the afternoon and evening. This is a non-sectarian convention and all the Protestant Sunday Schools of the county are expected to be represented.

On Sunday last the Denton Methodist Episcopal Sunday School elected the following delegates to reprseent the school at this convention: The delegates for the main school are Mrs. Hegeman, and Mrs. Smith; alternates, Mrs. Straughn and Mrs. Jones. From the primary department, Mrs. Yeoman.

The delegates from the Methodist Protestant Sunday School will consist of the officers and teachers.

The delegates from the Church of the Brethren will be appointed next Sunday.

M. E. Ladies Aid Met

The regular monthly meeting of the Ladies Aid Society of Denton M. E. Church was held Friday evening at the home of Mrs. W. I. Norris on Sixth Street. Thirty-three members were present and the regular order of business being transacted, a very interesting devotional exercise followed At the close of the regular session a social hour was enjoyed, for which the hostess and committee had arranged an attractive program. Two new members were admitted. The next meeting will be entertained on June 1st by Mrs. Susan Parron.

Church of Brethren Special Servcies

The Church of the Brethren held a very impressive Mothers' Day service at their church last Sunday morning in the presence of a large congregation.

The forward movement of the Church of the Brethren will be the topic for discussion at the Sunday morning service by the pastor at the Church of the Brethren. In the evening an historical program will be given.

New Shingle Roof

T. Pliny Fisher is improving the residence property at the corner of Fourth and Gay streets, occupied by Walter George, with a new roof.

CAROLINE COUNTY MAKING PROGRESS

County Agent Thomas Reports Successful Work of His Bureau

HELPFUL TO AGRICULTURE

The following is the report of W. Collins Thomas, County Agent for Caroline County, setting forth the work done by that bureau for the past year:

The office of County Agriculture Agent being an institution of our Federal Government—in fact a local branch of the United States Department of Agriculture as well as of the State College of Agriculture—it is rightly due the public that a report be given of the past year's work of this office. I therefore, respectfully submit the following:

Livestock—Through the efforts of this office 36 pure bred hogs were brought into the county and sold by the Poland China Association. A majority of them remained in the county and in every instance they have shown they are far superior to the average Caroline hog.

Later there was organized the Caroline Poland China Association, composed of the men owning pure bred Poland Chinas. They ar enow doing all they can to improve their hogs and to promote interest in better hogs over the entire county. Mr. Lloyd Young, Denton, is president of this association and Mr. J. W. Funk, secretary. Twelve other pure bred hogs have since been brought into the county.

This office was called on at least a dozen different occasions in regard to animal ailments. Although the services of a veterinary, when available, are always recommended, treatments for the following were suggested with apparently good results: Horse colic, temporary blindness of cattle, lice, mange and digestive trouble of hogs. A call was also answered to make a post mortem examination of a cow belonging to Mr. F. D. Pickering which had died rather suddenly. Two young cattle belonging to Mr. Levi Voshell Jr., of Preston, were treated by a state veterinary which treatment the owner valued over $100. Recommendations were made to a number of farmers whose herds were thought to be troubled with either tuberculosis or contagious abortion.

Frequent visits were made to this office by a district state veterinary to help control an outbreak of hog cholera or any other contagious disease, had there been one. This office is also supplied with hog cholera serum syringe for demonstration purposes.

Fruit—Demonstrations for controlling insect and disease injury were carried on in four orchards and assistance given in caring for five others. Although unfavorable weather conditions played havoc with two dem onstrations the others were very satisfactory to the owners, as an abundance of clean fruit was produced. Many inquiries in regard to spraying and otherwise caring for different kinds of fruit were answered either by mail or visists.

Three strawberry growers, who had not intended to dust for control of weevil, were induced to carry on demonstrations. These men were Philip Smith, Greensboro; Henry Schmick, Preston; Harvey Quillen, Preston. According to their own estimations the dust saved them over $1,700. They, as well as their neighbors have dusted their berries this season.

Farm Crops—Five demonstrations of growing soybeans were supervised; six of rye and vetch and nine of alfalfa. Eleven demonstrations of wilt resistant plants and fertilizing tomatoes were conducted, however, for various reasons, but few of these were completed satisfactorily.

Approximately 30 bushels of improved seed corn were introduced from Baltimore and Harford counties and Indiana. Mr. J. W. Alfather, Denton, reported a yield of over 75 bushels per acre from the corn introduced from Harford county. Seed from this corn is being spread over the county.

Through this office 75 soil samples were analyzed for lime requirements and various applications recommended.

A farmers association and a milk unit were organized at Preston. A grange was organized at Harmony in co-operation with the Home Demonstration agent.

Several field meetings were held during the year which included a meeting at Concord Camp ground, a meeting at the Experiment Farm and a tractor demonstration on Mr. Harry Clark's farm at Queen Anne—in co-operation with two other agents—at which eight tractors were demonstrated and over 1,000 persons were present.

In co-operation with the Home Demonstration Agent, local organizations were existing, and individual community exhibits were organized, held and judged at Hillsboro, Preston, Ridgely, Greensboro, Choptank, Federalsburg, Denton, Henderson and American Corner and the County Exhibit at Denton was organized, funds collected, prizes given out amounting to over $200.

Boys' Club Work—Entire enrollment at 8 schools 14. Agricultural instructions given at 65 meetings. During summer and fall club members raised approximately $683 worth of pork; corn $:64; poultry $305; potatoes $463; and tomatoes $742 or farm products with a total valuation of approximately $2,756. Awards for Club Work;cash $209.50; 30 penknives; 5 free trips to Timonium Fair; 4 free trips to Maryland University, Mt. Vernon and Washington.

Miscellaneous—Miles traveled 9188 farm visits 849; visits to club members 264; calls at office 492; by telephone 182; number farmers meetings 56 ; talks given at 112 meetings; total attendance meetings 2650; number field meetings 3 (total attendence 1062); number official letters written 25; number circular letters and cards sent out 6471; number of bulletins distributed 771; number of visits to county by specialists 46.

In connection with this report it may be of some interest to note that the bulk of the county agent work expense is paid by the state and federal governments. During the period beginning January 1st 1920 and ending July 1, 1921, the county appropriation for county agent work was as follows: traveling expenses $400; mimeograph $100; stenographer $50; miscellaneous $50, also office and telephone. Traveling is done in personally owned automobile.

W. COLINS THOMAS,
County Agent.

ATHLETIC FIELD DAY IN CAROLINE COUNTY

To be Held at Preston on Next Friday, May 20th—C. H. S. Is Ready

MEET STARTS AT 10 A. M.

The annual track and field championships will be held next Friday at Preston and will be in charge of Dr. William Burdick, Public Athletic Instructor for the State Board of Education.

The program will begin at 10 a. m. with contests in dodge and volley ball and the weighing of contestants and numbering for the afternoon events.

The afternoon program will begin at 2 o'clock and consists of the following:

Track Events— 80 pound class: 50-yard dash and 440-yard relay race. 95 pound class: 60-yard dash and 440-yard relay race. 115 pound class: 70-yard dash and 660 yard relay race. Junior unlimited: 80-yard dash; 220-yard dash and 880-yard relay race. Senior unlimited: 100-yard dash, 440-yard run, 880-yard run, running broad jump, running high jump, 12-pound shotput and 1 mile relay.

Field Events—80 pound class: Standing broad jump, dodge ball throw for distance. 95 pound class: Standing hop, step and jump and base ball throw. 115 pound class: Running broad jump and baseball throw. Juniors: Running high jump and 8-pound shotput.

BIRTHDAY CANDLES START CONFLAGRATION

On Saturday evening a very pleasant birthday party was given at the home of Rev. and Mrs. V. E. Hills on Fifth Street, the occasion being the sixteenth anniversary of their daughter, Miss Florence V. Hills. The young people had a very pleasant evening, occupied with games, music, and a discussion of the refreshments. Some excitement was caused by the decorations surrounding the birthday cake being ignited by the burning candles, which made a threatening blaze for a few seconds, which was promptly extinguished without damage. Miss Hills received many appropriate gifts. Mr. and Mrs. Hegeman assisted Rev. and Mrs. Hills in entertaining.

Those present were:

Misses Lillian Kauffman, Pearl Laramore, Mildred Plummer, Louise Norris, Caroline Davis, Norma Cooper Pearl Mitchell, Margaret Rathell, Virginia Davis and Mildred Fluharty. Messrs. Malcolm Bye, Ira Daffin, Alvin Camper, Ellis Clarke, Ray Hopkins, Byron Cade, Philip Downer, Edward Hirs, and Mr. and Mrs. Hegeman.

State School Heads in Town

Prof. S. M. North, State Superintendent of High Schools, Superintendent W. J. Holloway, State Superintendent of the Elementary Schools and Roy Dimmitt, State Vocational Instructor arrived Thursday morning and visited the Caroline County schools.

CAUSEWAY TO BE CLEANED SOON

Community Club Gets Consent of Mr. Towers to Have Dumping Stopped

SIGNS WILL BE ERECTED

In the interest of beautifying our home town th: ladies of the Denton Community Club, through their committee on civic improvement, are making arrangements to eliminate, if possible, all dumping of rubbish along the Causeway.

Mr. Lawrence B. Towers has very kindly offered to remove all refuse from the view of travelers on his property on the north side, and efforts will be made to have the same work done on the south side.

The Community Club will place three neat signs on each side of the Causeway warning all persons to refrain from dumping on the premises, in the earnest hope that in so doing, this one-time attractive driveway may again become a place of beauty in which we may feel a just pride.

Every one is requested to assist the Community Club in this and all other efforts, to make of Denton a truly progressive and beautiful community in which to live.

M. E. BIBLE CLASS HAD PLEASANT TIME

About a hundred guests, members of the Men's Bible Class of the M.E. Church, and their wives, spent a most delightful evening at the home of Mr. and Mrs. Hix Long, on Thursday, May 5. The aim of the evening was to awaken fresh interest and enthusiasm among the members of the class. Judging by the laughter and general merriment, the affair was a great success. The program, arranged by Mrs. Long and Mrs. C. Leslie Walls, included several musical numbers, two readings by Mrs. Walls,short speeches by Mr. Frank Nuttle, Mr. Henry Lewis, and Rev. V. E. Hills, and games. Delicious refreshments were served by the members of the class.

It may be added, by way of further evidence of the success of the evening that there was an unusually large attendance at the meeting of the class on Sunday morning.

PRELIMARY TRACK MEET HELD BY CAROLINE H. S.

The Caroline High School held their preliminary track meet on Thursday May 12th.

The meet was carried on as if it were the final one with A. C. Norstedt as director.

Some fine records were made which wil cause other contestants a hard time running on May 20th, when the county track and field championships are to be held.

Denton Community Club

The Denton Community Club held their regular meeting last Friday at the home of Mrs. W. H. Anderson with Mrs. W. A. Smith and Mrs. H. B. Thomas assisting.

The subject for discussion was "Town Improvements."

The next meeting will be held at the home of Mrs. Virgil Moore on Friday May 27th instead of May 20th, as the speaker for that date could not be present. It is urgently hoped that all members will be present on the 27th.

Entertained at Birthday Party

Miss Catherine Moore entertained several of her friends at a birthday party Thursday afternoon. Those present were the Misses Margaret Beck, Elizabeth Towers, Jane Wine, Catharine Yoeman, Elizabeth Wine, Julia Wilson, Francis Hignutt and Sherman E. Hignutt, Jr. Games were played and refreshments served.

MRS. SALLIE STEVENS

Mrs. Sallie Stevens, wife of John Stevens of Hickman, age 66, died early Friday morning at her home. She is survived by her husband and two sons, Charles C. and F. Olin Stevens, and by three sisters, Mrs. D. D. Taylor of Centerville, Mrs. Harry Richardson and Mrs. W. D. Taylor of Denton, and by a brother, Mr. O. M. Hignutt of Williston. The funeral was held at Concord at one oclock on Sunday.

Religious Addresses

Miss Edith Jennings and Mr. Dudley Roe will visit Holy Trinity Church at Greensboro, and address the congregation on Religious Education and Sunday School work at 4 p. m. today (May 13). They will also visit St. Paul's Church at Hillsboro, and address the congregation there no the same subject at 7:45 p. m. this evening.

Junior Class Bake

The Junior Class of Caroline High School will hold a bake at the former M. E. parsonage on Main street, next Saturday from 2 to 6 p. m.

A BUYER'S MARKET MUST DEPEND UPON ADVERTISING

Salesmen May Get Along Without It, But Only With Its Aid Can They Hope to do Better Than Mediocre Work—Advertising and Salesmanship Inseparably Linked

LARGE CONCERNS SET ADVERTISING EXAMPLE

Always, as long back as living man can remember, the business men of our country have been arguing this question: 'Which is more important—Advertizing or Personal Salesmanship?"

I am an advertizing man, but I hold no brief for advertizing as a thing to replace personal selling. I have seen too many splendid advertizing campaigns fail because they were not backed up by the right kind of selling organizations.

Likewise, I have run across many a fine salesman whose value to himself and to his house would have been greatly increased had he but realized and appreciated the tremendous co-operative value of that other merchandising force—advertizing.

Advertizing and salesmanship must be considered together. It is true that firms are successful who have advertised but never put out salesmen. It is also true that other firms have succeeded because of fine selling organizations; organizations backed up by no advertizing.

But the vast majority of really big successes in American business are those who have welded these two great merchandising forces into one harmonious, efficient, hard-working unit.

If ever the maximum efforts of both advertising and salesmanship were needed, they are needed today. Because the chief business problem of 1921 is "How to sell in a buyer's market."

In most lines there are more goods on hand today than folks know what to do with. Supply has mounted way above demand. There is a so-called "buyers' strike." The public are mentally upset. The consumer doesn't know whether to make purchases now or hold off in hopes of prices coming down still farther. Dealers are timid about stocking up heavily. In brief, the whole country is fundamentally sound and prosperous, but there exists a psychological depression—acondition which can be righted largely by the maximum efforts of advertising and selling.

There is room no more for salesmen like one I know who works for a large St. Louis shoe manufacturing concern. This salesman has made $7,000 a year for the last three years and working only six weeks a year.

He made this good money so easily because he was selling in a "sellers' " market. Today, the pendulum has swung completely over and Mr. Shoe Salesman is selling in a "buyers' " market. Instead of telling his trade that they must wait their turn for shoes, he must get out and hustle for orders. And hustle far more than six weeks out of the year...

Think also of the effect of the conditions of the past three or four years upon young salesmen, the fellows who broke into the game during that period. They came in when orders hung on every doorknob. What is the resut? Why, they think they are real salesmen and are going out into this"buyers' " market unarmed for the real tussle that lies before them. A lot of them are going to get their "bumps" unless they see the handwriting on the wall and work as they never worked before.

For the past four or five years orders have hung on bushes, ready to be picked. Today we need more than a large basket with which to gather an easy business crop. We need a spading fork. We've got to dig.

The salesmen of 1921 must realize, as the Chicago Tribune points out, that "1921 Will Reward Fighters." They must sell in all that the word implies. They must acquire new conceptions of service, of courtesy, of attention to details. They must develop imagination and initiative ; initiative such as Collier's referred to in the following editorial:

"From all over New England the editor of a farm paper has been receiving one story about an old woman in New Hampshire. She had contracted to deliver two dozen fresh eggs to a customer at a certain hour on a certain day. When the time came she was one egg short of two dozen. Did she substitute a stale egg or deliver with excuses the twenty-three fresh ones she had and let the customer wait a day or two? She did not.

"Selecting a hen with a record as a layer she cooped up this hen on the back of the buckboard and started to town. On the road somewhere the hen laid an egg completing the two dozen. The customer noticed the warm egg. Instantly the story started traveling and has made the old lady famous for 500 miles in all directions from her farm."

If the salesmen of 1921 must hustle must fight, so must the sales executives of the country. It isn't enough that they get behind their men and prod. Sales managers must give their men more constructive help than that. They must go out ahead of their organization and sew the seed of demand. They must get out in front and create a vacuum which the salesman can come along and fill. And the way to create this vacuum is to advertise.

Roger Babson recently summed up the need for advertising in 1921 in his talk entitled "Ten Reasons Why There Will Be No Panic." He gave as his tenth reason this:

"The tenth point is the effect,value and growth of national advertising. Advertising has become a great economic factor for both the producing and steadying of business."

Get that thought—the steadying of business. How does that work out? Well, you go down the main streets and you pass store after store where price reductions are marked in the windows. "These $20 shoes now $14." Or "This $12 silk shirt now $5." But do you buy? No—you look at those $20 shoes now selling for $14 and you say, "I'll wait a bit and maybe they'll come down a couple of dollars more."

But announce the new price levels by means of advertising in the newspapers and magazines and you get a different result. There is theTopkis Union Suit, the manufacturers of which recently announced was now selling at one dollar. No mention as to the previous price. Just that one big statement displayed prominently in advertising space costing thousands of dollars—that Topkis Union Suits now sell at one dollar. And a few weeks later another big ad reiterating the same message. And then another shot; and still another

It's a diffeernt psychology from simply seeing marked-down prices in store windows. You see a manufacturer's well-written message in the advertising columns of our magazines and newspapers, issue after issue every ad hammering home the fact that the price of this article is now so-and-so, and mighty soon you begin to have confidence in the new price.

I tell you, advertising to stabilize our new price levels will play a tremendous part in inspiring confidence in the whole business structure.

If there is a need today for the great force of avertising, there likewise must be a need for more men who have the vision to realize what advertising will do for business.

Vision. Because a bank clerk named George Eastman had it, $1,000,000 a year is now invested to advertise Kodak.

Because a traveling salesman named William Wrigley,Jr., had vision $2,000,000 every year is used to advertise chewing gum.

Because Robert H. Ingersoll, fresh from a Michigan farm, builded castles in the air his company today sells more than 5,000,000 watches a year.

Because J. N. Slee saw a vision ni a pot of coach varnish, 3-in-One Oil became the largest bottled oil business in the world.

"If I were forced to choose between sacrificing my plant and the good will which this company has established through continuous advertising for the last twenty years I should willingly say, 'Burn down the plant. I can obtain capital to rebuild it tomorrow, because our advertising has created a demand which has a bankable value and will bring new capital.' This is our strongest bulwark against competition. A new plant can be built in ninety days. Our advertising has taken years and no amount of capital could substitute for the impression it has made."

Now as to the relationship between advertising and selling. In considering this we must first divide selling into two main classes: First the selling of goods indirectly to the ultimate consumer through the regular trade channels of jobber or dealer. Under this heading come such articles as food products clothing, drug articles, etc.

The second class is the selling of goods direct to the consumer—the user.. Under this head come such articles as typewriters, adding machines big factory equipment; also such things as insurance, bonds, etc.

In merchandising goods of the first class, the relationship between adver-

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