HOCHSCHILD, KOHN & Co.

A Careful Engraving Service—

One of the many ways in which Harriet Knight can serve you is to place your order for engraving, and take charge of its prompt delivery.

WEDDING ANNOUNCEMENTS
GRADUATION INVITATIONS
ENGRAVED PERSONAL AND BUSINESS CARDS

If you wish, Miss Knight will send samples and prices of various types of engraving. The work is done by experts, and we are sure you will find the result pleasing.

TASTEFUL STATIONERY

Will be selected for you by Miss Knight. If you desire to have a "die" made of your initials, she will send samples to you, and take charge of having the stationery engraved for you. Or, if you prefer to have your name and address engraved on your stationery, that is part of our Engraving Service, also.

HARRIET KNIGHT, THE U. S. MAIL AND 45 DEPARTMENTS ARE AT YOUR SERVICE!

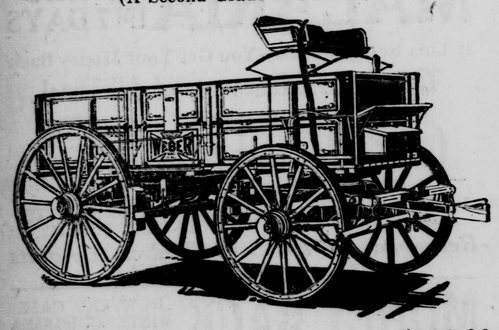
HOCHSCHILD, KOHN & Co.

Baltimore, Md.

(4)

A - CLOSE - OUT - SALE!

FOR 30 DAYS ONLY
OF WEBBER WAGONS
(The Best Wagon Made)
Also of STERLING WAGONS
(A Second Grade of Webber)



WEBBER STEEL AXLE..... $130.00
WEBBER THIMBLE SKEIN $120.00
STERLING THIMBLE SKEIN..... $110.00

We Are Closing Out Our Entire Line of Farm Machinery
GET OUR PRICES

NUTTLE HARDWARE COMPANY.

POULTRY FEEDS

WE MANUFACTURE

Ideal Buttermilk Chick Starting Mash.

Ideal Growing Mash with buttermilk for chicks two weeks od and older.

Ideal Laying Mash makes hens lay more eggs.

Ideal Scratch Feed for hens, makes them active.

All high grade feeds manufactured from local grains.

Grown Here **Made Here** **Sold Here**

You Pay No Freight

NUTTLE MILLING COMPANY

Denton Phone 97 **Maryland**

FIRST-CLASS SQUARE BERRY CUPS
BERRY CRATES

Trays :: Boxes :: Baskets

Are Manufactured and are on Sale at Reasonable Prices at Our Works

WE SELL Lumber—Rough and Dressed; Shingles, Lath, Windows, Doors, Blinds, Lime, Hair, Cement, Coal, Hay, and all kinds of

BOX SHOOKS

THE HUGHES LUMBER AND COAL CO.
Denton **Maryland**

A BUYERS MARKET MUST DEPEND UPON ADVERTISING

(Continued from Page 1)

tising and selling might be summed up as follows:

The function of the salesman is to get the goods on the dealer's shelves; the function of advertising is to move them off.

The relationship is illustrated by an incident which occurred the other day in a prominent St. Louis drugstore. A salesman for a non-advertised toothpaste asked for an audience with the proprietor. The latter was busy, but the salesman was an energetic cuss, and he hammered away on the one point that his tooth paste was as good as Colgate's, and all he wanted was time to prove it. Finally the druggist gave in..

When the salesman had completed his solicitation the druggist said: "Well, you have proved your point; you have convinced me that your tooth paste is as good as Colgate's. But—it took you twenty minutes to do it, and neither my clerks nor myself have time to give twenty minutes to every customer who comes in for Colgate's, trying to convince him or her that we have something 'just as good.'

"Quality is most important with the goods I handle. But those goods must also be of the quick turnover kind, and quick turnovers and advertising are bedfellows. Sorry but I'll stick to Colgate's."

I said that the salesman gets the goods on the dealer's shelves, and the advertising moves them off; but here was a case where advertising would also have helped a salesman accomplish his half of that necessity.

Let's consider the second general method of merchandising goods—direct from manufacturer to user.

How can advertising be of assistance to the salesman of such products?

In other words advertising must be looked upon as the missionary of merchandising—as the pioneer that blazes the trail—as the salesman's best card of entry. It lifts the burden of doing educational work off the salesman's shoulders and leaves him more time to devote to actually closing sales.

It has been said that a salesman backed by proper advertising is in the same position as a salesman with several junior salesmen working under him whose salaries are paid by the house but whose business is credited to him.

Here is a manufacturer, say, of automatic stokers for use in steam power plants. This firm, we'll say, does national advertising. National advertising brings in every month a number of direct inquiries from firms who are interested.. Such inquiries are important, but they constitute only a small part of the purpose of advertising and but a small part of its results. Because every month this stoker manufacturer's advertising is read by thousands of prospects who do not reply...

But isn't it reasonable to assume that each of these prospects feels somewhat better acquainted with this advertised stoker? That each has a little more confidence in its merit and quality than he would if he had never seen it advertised?

True, they have not all written in nor have they all decided definitely in their own minds that they will buy this particular stoker, but the state of minds of many of them is such that if one of this manufacturer's salesmen comes along at the right time he can intensify the interest and desire into a decision.

That salesman's work has been made much easier because advertising has paved the way for him—has established confidence in the minds of buyers that his firm and his stoker are reliable—has, in other words, builded good will.

Good will is the most valuable possession of any concern; worth more than all your acres ; all your factories, all your machinery. And building good will is the greatest work of advertising.

The B. F. Goodrich Company values good will at $58,000,000; the American Tobacco Company, $54,000,000; Cluett-Peabody, $18,000,000; Hart, Schaffner & Marx, $15,000,000. It has been said that the trade names "Ivory Soap," "Victrola," "Kodak" and "Uneeda" are easily worth $1,000,000 a letter. Good will. And in every case built up largely by advertising.

A large St. Louis advertiser, the American Credit-Indemnity Company which sells credit insurance to manufacturers and jobbers, in a letter to its salesmen says: "How are you going to 'cash in' on our advertisig?

"That can be done only by personal work. The advertising will make it possible for you men to reach men that you could not hope to reach otherwise. It will make it easier for you to get to them. It will enable you to close more quckily. You will possible buyers of credit insurance. In a word, the advertising becomes many extra pairs of hands for you, paving the way, increasing efficiency of your solicitation, adding to the length of your reach and, ultimately making it possible for you to get more business and bigger business with less effort, in a shorter space of time."

Rummage Sale and Bake

The Ladies Aid Society of the M. P. Church will hold a rummage sale and bake on May 20th and 21st both afternoon and evening at the Denmar Mobile Company show rooms, corner of Main and 3d streets.

RIDGELY

(Continued from Page 4)

Mrs. Norman Wilson was surprised on Thursday evening, the 28th by about 25 friends rushing in showering her with as many handkerchiefs, bringing their eats, among them a pretty cake with candles to denote the number of years Mrs. Wilson has enjoyed life. It was a surprise, so you see the ladies can keep secrets.

Monday, the 16th is set for the Minstrel Show, given by Ridgely talent, in the new theatre, and for the benefit of the Community Club. This promising to be quite a treat for the town and surrounding towns and country as well. There is to be given a $75 victrola to the person drawing the lucky number. Every one has an equal chance. Try your luck.

The Community Club voted $10 to the relief fund for the China sufferers at their meeting Monday.

Mrs. William Diggins, of Queen Anne, Miss Annie Baggs, of Greensboro, and Mrs. Williams, a cousin of the former ladies, were in town Saturday calling on friends.

The stereopticon lecture by Dr. M. A. Swarts, of Baltimore, Wednesday evening, representing the Centenary movement, was educational, and inspirational also. He is full of enthusiasm and zeal in this worthy cause.

A black velvet bag containing two $500 notes, one pair silk gloves, handkerchiefs was lost on the side walk between the home of T. L. Day and the railroad station Monday about 4 p. m. Finder will be liberally rewarded if returned to Miss Emma Day the owner.

ORPHANS' COURT

At the regular term of Orphans' Court last Tuesday Judges West, Harper and Shawn were present and the following business was transacted:

The last will and testament of Ferry Alexander, deceased, after having been duly proven was admitted to probate. Emily Alexander the executrix named in the will qualified by filing an approved bond. Notice to creditors orders and M. Carroll Meredith and D. M. Pritchett were named as appraisers.

W. W. Goldsborough, administrator of Amanda Seward, deceased, filed a release from Abel Seward, distributee.

Mary W. Clark, administratrix of Emily P. Willis, deceased, filed a release from Harry N. Willis, distributee.

Merrick Clements, W. Frank Jarrell and Fred R. Owens, administrators c. t. a., of Catherine S. Downes, deceased filed an additional inventory, an account of sales, a list of sperate debts, an interest account and their first and final account of administration and distribution.

Samuel J. Stayer, one of the executors named in the last will and testament of Drusanna Stayer, deceased, filed a renunciation and recommended the appointment of Franklin A. Stayer as sole executor.

On application, letters of administration on the personal estate of F. R. Jump, deceased, were granted to Mary Gruwell. Bond filed and approved. Notice to creditors ordered and J. Owen Knotts and Harriet M. Lapham were named as appraisers.

The last will and Testament of Drusanna Stayer, deceased, having been duly proven was admitted to robate. Franklin A. Stayer, the executor named in the will qualified by filing an approval bond. Notice to creditors ordered and A. G. Saulsbury and J. L. Mitchell were named as appraisers.

Franklin A.. Stayer, executor of Drusanna Stayer, deceased, filed an inventory and appraisement of the personal property, which was approved by the court.

Georgiana Seeders, executrix of Annie E. Merriken, deceased, filed a list of sperate debts and a rent account, which were approved by the court.

In the matter of the trust estate of Charles W. Sigler Jr., Harvey L. Cooper, trustee, filed his first account of trusteeship, which was approved by the court.

Brantley H. Trice, administrator of Manlius S. Trice, deceased, filed an account of sales of the personal property, which was approved by the court

Mary Gruwell, administratrix of Frank R. Jump, deceased, filed an inventory and appraisement of the personal property, which was approved by the court .

GREENSBORO DELEGATION VISITS COMMISSIONERS

At the regular meeting of the County Commissioners on Tuesday, a delegation consisting of Messrs. Bert Hobbs and Clinton B. Jarman, and the school contractor, appeared before the Commissioners requesting an additional $21,000 be furnished to complete the new school building at Greensboro. A $40,000 bond issue was granted last year as well as a tax levy amount of $10,000, but still Greensboro thinks the $50,000 is not enough.

Choptank River Boat Resumes

The Baltimore, Chesapeake and Atlantic Railway Company announce they will resume boat service between Baltimore and Denton.

The boats will leave Pier 4 Light street, Baltimore, on Tuesday, Thursday and Saturday for Denton arriving about 10:45 a. m. the following day. On the return trip the boat will leave Denton about 11 a. m. and arrive at Baltimore early the next morning.

The American Union, $1.00 per year

SALVATION ARMY IS HELPFUL TO TOWNS

Splendid Work Gives Returns to Investors in Betterment of Civic Conditions
AN AID TO PROSPERITY

Every time a man is down and is put on his feet by the Salvation Army and sent back into industry the Army is helping to increase national manufacturing production. When we increase production we reduce the cost of living and every time a man who is down becomes self-supporting he ceases to become a burden on society.

If you are a taxpayer you should be interested in the Salvation Army. The Salvationists are saving you money. You and the other citizens of this state would be paying more taxes for jails,old people's homes and rescue homes for unfortunate girls if the Salvation Army were not on the job twenty-four hours a day.

It is the sick, the poor, the distressed--all those who are actual or potential charges upon the taxpayer--that the Salvation Army is interested in. Two out of every three derelicts, and an even greater proportion of fallen women and persons in distress who are handled by the Salvation Army, make good and become worth-while, industrious citizens.

It is the homeless, the friendless, the cast-off of society that the Salvation Army befriends.

In 383 prisons and reformatories in the United States the Salvation Army is waging a fight for the future welfare of every inmate. Every prisoner has a friend in the Salvation Army.

Liberty Bond Interest Due

Interest amounting to more than $1,000,000 will be payable May 15 to holders of Liberty Bonds of the Second issue bought through Maryland banks and trust companies. The total amount of bonds of this issue subscribed in this state was $52,990,000 there being over 143,645 subscriptions The per capita subscription was $38.90.

The four per cent. bonds of the First and Second Liberty Loans which were issued in temporary form have no coupons attached for interest payable after December 15, 1919 for the first loan and November 15, 1919 for the second loan. Thenceforth, holders of these bonds are urged to present them to their local banks, which will forward them to the Federal Reserve Bank of Richmond for conversion into permanent four and one—quarter per cent bonds with coupons attached covering interest from the above dates to the maturity of the bonds.

In this federal reserve district the interest payable May 15 on the Second Liberty Loan will be in excess of $4,000,000, and a Treasury Department statements suggests that as much of this money as is practicable be re-invested in government savings securities. In the district, the records show, the total subscription to the Second Liberty Loan was $201,212,500, there having been 454,002 individual subscriptions. The per capita subscription, that is, the average amount bought by every person in the district, was $22.03.

HOBBS

The J. W. Davis farm, known as the Arron Willoughby farm was sold on Tuesday last to John Bacsak for $5,700.

The local boys played the Hickman nine on Saturday, May 7, which resulted in a score of 17-12 in favor of Hickman. The game was played at Hobbs.

J. L. Goggs is progressing rapidly with the construction of his new home.

Quite a few people have picked strawberries from their patches recently.

Miss Annie Tarr was a guest of Mrs. E. M. Willey during the first part of the week.

Carroll Collison will be in charge of the Christian Endeavor service on Sunday evening.

Mother's Day service was largely attended on Sunday afternoon.

HENDERSON

Mr. and Mrs. J. E. Walls and daughter were the guests of Mrs. Pearl Dill, of Ridgely on Sunday.

Mr. Ed Pritchett, of Wilmington, has returned home after spending a few days with his parents, Mr. and Mrs. John Pritchett.

Mr. and Mrs. Alex Gooden and children spent Sunday with Mr. and Mrs. Frank Gruwell, of near town.

Mrs. J. R. Jones has returned home after spending a few days with her daughter, Mrs. Willard Mitchell of Dover, who is quite ill.

Mr. and Mrs. William Goodwin, Jr. and children, of Chester, Pa., are visiting their parents Mr. and Mrs. William Goodwin.

Miss Elsie Walls was the guest of Miss Catherine Melvin on Sunday.

Mr. and Mrs. T. A. Montague and children spent Sunday with Mr. and Mrs. Morton Bennett of Goldsboro.

Mr. Leon Pritchett of Wilmington, spent the week end with his parents Mr. and Mrs. William Pritchett.

Mr. and Mrs. Denver Weedman, of Bacrlay, were the guests of Mr. and Mrs. S. C. Johnson Sunday evening.

Strawberries Have Arrived

The first strawberries of the season arrived in town Wednesday, and were on sale at J. Ed Nichols' store. They ran a bit small, but were mighty good, specially in a short cake.

Money-Saving Opportunities!

We have loads of Real Merchandise on Hand at this writing, which must either be sold or returned.

You can buy it this week at less than you will again be able to buy, so don't wait for Hot Weather, prepare for it now, while you can get hte right goods at the right price.

Anderson & Bailey

Denton, Md. Masonic Temple

HEADQUARTERS FOR GRADUATION - PRESENTS

Kodaks - and - Kodak - Supplies

F. J. WRIGHT

Jeweler and Optometrist

DENTON - - - - - - - MARYLAND

The Old Dollar Is Coming Back!

Reports from various parts of the country indicate that the dollar is staging a come-back, with a promise of gradual return to its old-time purchasing power.

This is welcome news for all of us who have been wrestling with the cost-of-living problem.

It is welcome news also for the many people in this community who are saving wisely against the time when the dollar will buy a full dollar's worth again.

"Keep on saving," is our advice. The old dollar is coming back.

The Denton National Bank

Capital, $100,000.00 **Surplus, $175,000.00**

A Member of the Federal Reserve System

DENTON - - - - - - - MARYLAND

OBERMETHOD in Everybag

Gives you a fertilizer that is so perfectly mixed that every rivulet running through the drill has the same amount of food for EVERYPLANT

SOMERS BLAKE
DENTON, MD.
AGENT FOR
OBER FERTILIZERS.

A. E. S. Cough Remedy

Will relieve all coughs and colds and bronchial troubles or money refunded.

Easy to Take Quick to Act

Denton Drug Company.

"The Store of Good Service"

DENTON - - - - - - - MARYLAND

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