American Union.

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GILBERT H. RUE, Editor and Publisher.

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WHAT A LIVE NEWSPAPER MEANS TO A TOWN

Artemas Ward, one of the greatest students of the psychology of publicity, once made the following address before the merchants of a small town in New York state:

A country weekly newspaper doing a business of five thousand dollars a year is worth fifty thousand dollars to the business and professional men of the community, and can be made worth one hundred thousand dollars a year to them. If you don't believe that statement, try to get along without your paper.

To talk about "supporting" your newspaper is about as damphoolish as to talk about supporting a store, a bank, or a manufacturing enterprise. You wouldn't be much in the world if you didnt trade in a store, have a bank account, and have some outlet for the energy of the citizens.

Too many business men look upon the local newspaper as an incubus, a sort of charity. Yet the local paper is as much a public institution as the public library, the churches, the hospitals, or even the commercial club—with the difference that it gives more direct returns, in dollars and cents to the individual and to the community at large.

When a business man advertises in his local newspaper, it is with avowed intention of building up his business; but he really also helps to build up the town and everything in it. The professional man does more, because his advertising helps the town more than it does him—directly. The man, business or professional, who does not pay for his share of the town's publicity, is a parasite, taking advantage of his fellow men.

Can't you tell what sort of town a place is from the looks of its newspaper? If the paper is of the boosting sort, and is backed up by the business and professional men, doesn't the town get a reputation for being progressive?

The newspaper's stock in trade is publicity. You would not go into a store and ask the proprietor to give you a pair of shoes for instance; yet too often the publisher is asked to give away his stock in trade—advertising for the individual or the city—or sell it for less than cost. If you could keep count of the demands of this sort made on your publisher every week, you would laugh.

If a business or professional man were to appear before this club and ask for more business, you would ask him why he did not sell something worth buying, and why he did not advertise.

In proportion to the benefits, individual and general, advertising is one of the cheapest things in the world. There are men who will tell you they do not believe in advertising Do you know why? They are content to gather up the crumbs that fall from the table of the progressive merchant who advertises his business and his town. Every time one of your stores advertises a sale it brings people into this town; their buying instinct is aroused, and they visit other stores. The advertiser gets direct returns, but the others take advantage of his expenditure without a cent of cost.

You expect your publisher to boost your town as one of the best on God's green earth. He is asked to do things for which nobody will father the responsibility. Every time there is a civic opportunity, you call on him for help. You know the functions and value of your newspaper as well as I do; so why elaborate?

Let me tell you, positively, that even a mediocre newspaper is a graet factor in the growth and advancement of a community. There is never a time when advertising will not pay. If you do not owe a debt of obligation to your newspaper, you owe it to your community.

Every time your name is published in a list of contributors to some charity, that is advertising—free advertising that the publisher gives cheerfully, because it boosts the town.

Every bit of publicity produces direct and indirect results for the man who pays for it; it produces results for every other business and professional man of the town, whether or not he evades his responsibility. It produces results for every man, woman and child of the community.

The country editor is not a pig-headed, idealistic individual; he is out for the same thing you are—to make money. And his best interests are the best interest of his town.

Do you think it fair that he should shoulder the greatest part of the burden; that he should give his time, money, and often his very heart's blood to the service of the community, for barely a living wage, and sometimes not even that? Yet these service are offered willingly as a free premium on an investment that will return you sure results.

Or do you think it right that a few business and professional men should carry their share of the town's publicity, while some others evade their responsibility.

The newspaper is a civic asset and a civic responsibility. That burden of responsibility should be borne by the business men of the town as they are the ones who benefit most. And that burden should be divided in strict proportion to the benefit possible of attainment.

SOCIETY'S BOTTOM



SLUM WORK

Society has always had a bottom. The Salvation Army with its forty years work in the slums of the world, knows all of the worst fester spots and defies dirt, disease and danger to carry aid and cheer to the starving, the suffering and the wicked.

SENIORS ATTENDED CHURCH OF BRETHREN

(Continued from Page 1)

A Vision

of one's own powers and one's environment, and opportunities. I can not recommend too highly here the value of careful observation. Folks who simply wait for opportunity and fortune to seize them will be badly disappointed. Men of vision will seek and make opportunities for growth and advancement, and grasp and improve them. Great discoveries may often be made just where we are; not afar off, sometimes. It pays to be alert and observant.

It is said of Columbus, the discover, that upon the eve of making his great discovery, his crew threatened to mutiny. If three days more had been allowed to pass without land being found we are assured that the great navigator would have been murdered by the sailors who were eager to give up a futile expedition and to return home. If they failed in their design, it was because Columbus begged them to be patient for a few hours more, when he swore that he would show them land. Before the time expired land appeared as a line of blue upon the horizon. And luck is the conclusion. Not at all.. Luck had nothing to do with it. It was the recompense of great strength of character joined to brilliant gifts of observation. When Columbus promised his companions that they should see land he know that it could not be far distant from the fact that he had noticed grass floating upon the waves. With the accuracy of judgment that characterized all his acts he concluded that the debris indicated the near presence of vegetation. The discovery of land was, then, not a stroke of luck on his part but rather the culmination of heroic effort accomplished by magnificent courage and power of observation, which are at the root of all famous achievements.

I take another illustration of my thought from Second Kings, chapter six. When an enemy host had encamped about the city in which the prophet of God and his servant Gehazi were, Gehazi became very fearful, but "Elisha prayed and said, Lord, I pray thee, open his eyes, that he may see. And the Lord opened the eyes of the young man; and he saw; and, behold, the mountain was full of horses and chariots of fire round about Elisha."

The vision ought to inspire and strengthen, and give courage for conquest. Doctor Russell Conwell had a vision of the possibilities of converting into something useful, the average wastes about farm, factory and suburban home, and his great lecture "Acres of Diamonds" was the result. It is of prime importance, therefore, to have a clear outlook upon life.

Personal Initiative

Another great factor in our forward going, is personal initiative. It is dangerous to be satisfied. Noble aspirations keep us youthful, vigorous, and bouyant. I would rather my mental and physical energy be broken and worn away by the strain of constant toil, than to let it rot and rust away through dissipation and indolence.

Every person whom you see, who has neither the moral and physical strength for conquest, nor knows the joy of achievement, is a challenge to you my young friends, to produce the best of which the noblest manhood and womanhood is capable.

The thing that makes life a dread and a drudge for a great many people, is that they have lost the bouyancy and courage of youth, and do not have the forward and upward look and move. Some folks live in the past so much that their progress is hindered, others live in the future so much as to be building air castles, which, like soap bubbles, burst. But let us be men and women of the hour, and let us do well what each moment and hour brings to us.

All things do not come to those who wait. But they come to those who strive. Faint heart ne'er won fair lady, nor anything else. I go into a large establishment and see there a young fellow who seems to have some authority. I am told that he is the superintendent and that he came up from the ranks. He had a vision, applied himself and made good. So did Lincoln, and Napoleon, and Madam Curie, and a host of others. Since the world began, no one ever won a battle, painted a picture, wrote a poem, built a bridge, won a wife, or saved a soul, who did not approach his task with a resolute will.

There are those who are unable physically, to do a large work in the world. These challenge you who have strong bodies and minds, to do you best. Others may have a vision of the opportunities all about them for doing something good and useful, but have not the courage to attack anything like men. Sooner or later these will find themselves on the shelf of uselessness.

The word today is, "press on"—go forward with those who are on the go, you will be left sitting by the wayside, whlie others will move around you.

Hard Work

The surest way to reach the goal is simply to keep on going—simply to "press on."

We marvel at the achievements of the great merchant prince of Philadelphia. But his successes were not won over night. Somewhere along the line there was a smaller beginning. John Wanamker became what he is today through a struggle.

The trinity of great institutions in Philadelphia that stand as a monument to their founder, did not spring forth in a day. Doctor Conwell first dreamed of his great church and Sunday school and university, then he set about to produce them.

I have personal knowledge of a large manufacturing concern in a northern city that had its beginning in a small blacksmith shop by two men. Today they employ a large number of men and their products go to all parts of the world.

The phenomenal growth of the Armour meat packing industry had its inception in the fertile brain of the father of it. Before the days of the great railroads he planted a small meat shop at the head of the loke, at a spot which was destined to become, as it now has, the very heart of Chicago. The drift of trade and the facilities for transportation did the rest.

Doctor Alexander McLaren said, "The secret of success in anything is trusting God and hard work."

The minister, the mechanic, the farmer, or the athlete must attack his job vigorously and courageously if he would succeed. Life itself is a great adventure. We enter it in the hope that we shall get through all right. We know not what a day may bring forth to us. If we expect to enjoy it to the fullest possible extent, we must prepare to meet and dispose of the worst and hardest. This calls for greatness and poise of soul. It calls for strength of character and for a persevering will.

I challenge you to "press on" in this great adventure. Keep climbing though climbing is hard. Have the forward and upward look. There will be handicaps and partial and temporary failures. I would not wish for you an easy path, but that greatness of soul and resoluteness of will that shall enable you to be overcomers. Do not let the handicaps bluff you, but make of them the stepping stones to higher aspirations, and brighter hopes, and surer victories.

And above all else, take Jesus with you. He understands you. Your progress will be more permanent and satisfactory. Make Him the partner with a controlling interest in the business of your life. His career was eminently successful because He faithfully did the Will of God, His Heavenly Father. He received the crown of the victor. May you be assured that there is a medal or a crown for every one who presses on to the end with his hand and heart in the Saviour's, and who realizes in his life every worthy ideal which He alone can inspire.

Positions and possessions are but the incidentals of life. These are not the highest goal. Just to live righteously and serve much and to look upon life as the commencement time of the eternal life, this is the goal Paul was pressing on to, constantly.

And he succeeded. At the last he exultantly declared that he had "fought a good fight, kept the faith, and finished his course." "Hence forth there is laid up for me the crown of righteousness, which the Lord, the righteous judge shall give me at that day; and not to me only, but to all them that loved his appearing."

Andrew Bonar had been in this country. He was about to depart from New York harbor. A number of his friends gathered to give him a farewell greeting, and as he stepped on the gang plank they beckoned to him and some one said, "There is a crown of righteousness laid up for him," and he quickly replied, "and not for me only, but for all them also that loved His appearing."

May you grasp life's opportunities and toil and climb steadily on and up, and when evening overtakes you, and you pass over the horizon with the setting sun, may you be able in triumph to hear words floating to you from those who remain and see you going over, and from Jesus who stands to welcome you, saying, "There is laid up therefore a crown for him."

WATER MUST BE GIVEN TO CROPS

Too Much Sprinkling, However, Often Proves Injurious to Many of Plants.

WAYS OF IRRIGATING GARDEN

Suggestions Given Showing How the Work Should Be Done for Best Results—Thorough Cultivation Should Be Given.

(Prepared by the United States Department of Agriculture.)

Garden crops drink lots of water. It is just as essential to their growth as is plantfood or sunlight. Practically every home gardener who has looked upon his thriving garden with pride in the spring has experienced various degrees of lost hope during midsummer droughts when the plants he has worked with so carefully stand with drooped heads for lack of moisture. Experienced gardeners always provide some means of supplying moisture to keep their gardens growing vigorously through dry spells. Various ways of irrigating gardens are outlined by garden specialists of the United States Department of Agriculture.

The essentials for the successful watering of garden crops, they say, are, first, an adequate supply of water, and second, suitable means of distributing it to the plants. Whenever the garden is within reach of a city water supply a hose can be used to advantage, drawing water from the regular piping system. Where a supply of this kind is not available, often it is possible to pump water with a small gas engine and a pump. The source of water will vary with local conditions, and each gardener must work out his own problem, but there are well-defined principles regarding its application.

Too Much Sprinkling Injurious.

Frequent sprinkling of garden plants and the surface soil with the hose usually does more harm than good. The best results can be realized where water is applied only after the soil has become reasonably dry, and the plants are almost at the point of showing the need of water. The soil should then be well soaked, and no more water applied until it is again fairly dry. In the meantime thorough cultivation should be given, beginning as soon as the surface soil is dry enough to work.

There are three distinct methods of applying the water. The overhead-sprinkler system, used by many market gardeners, consists of pipe ¾ inch or 1 inch in diameter with a line of holes of about 1.32 inch in diameter drilled at intervals of every 2 feet along one side. The pipe is supported on lines of stakes driven in the ground across the garden. One end is capped or plugged, and to the other connection is made with the water pump by means of a hose. The water is discharged at any desired angle or direction through the small holes on the side of the pipe. Water should be applied by the sprinkler system only during the latter part of the day or in the evening so that it will have plenty of time to soak into the soil overnight. An abundance of water should be put on at one time, and then no more applied until the plants really need it.

Expensive but Effective.

Subirrigation or underground watering is practiced in many localities, especially where the subsoil is rather close, and does not allow the water to flow away freely. Lines of ordinary open-joint drain tile such as are used on farms for draining land, are employed. The tiles are laid in lines 4 to 8 feet apart, at a depth of 15 to 18 inches, so they will not be disturbed in plowing. In laying the tile the lines should be level and the joints placed close together. The water will flow through the tiles and escape at the joints into the soil. This is perhaps the best method of applying water to garden crops wherever the conditions are suitable for its use, as the water goes direct to the roots of the plants and the surface remains dry, making it possible to keep up continuous cultivation. The objection to the system is that it is rather expensive to install, but when once in place it will serve for many years.



Vegetables Need Lots of Water—This Gardener Is Using It in Transplanting Tomatoes.

Japanese Remain Buddhists.

That 80 per cent of the Japanese living in the sugar plantation camps of Hawaii never have been touched by Christian propaganda, and that American plantation owners, managers and others who have helped support Japanese Buddhist missions, "did a foolish thing, if ever man did," were two of the statements made by Rev. Ulysses G. Murphy, representative of the American Bible society, in a recent address at Honolulu.

Rev. Mr. Murphy also said that the elder generation of Japanese living in the plantation camps, owing to their isolation, are forty years behind their native country in thought and understanding of modern conditions.

Any attempt at Americanization of the Japanese in Hawaii which leaves untouched their home life and fails to recognize that the key to the problem is the Japanese language schools is foredoomed to failure, Rev. Mr. Murphy declared.

A VERY HOT STOVE!

A very hot stove is necessary to bake good bread and with the opening of spring weather a hot stove is a great discomfort.

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