The American Union.

PUBLISHED WEEKLY AT DENTON, MARYLAND
GILBERT H. RUE, Editor and Publisher.

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THURSDAY, SEPTEMBER 29, 1921



DOES ADVERTISING PAY?

We hear on all sides that advertising does not pay. We have often wondered if those who make the remarks have ever studied the subject or if they are just "talking through their hats." It is recorded that when John Wanamaker started in business he took in something like $27.69 on the first day. Of this amount he took $27 and spent it on advertising, keeping the remaining few cents for change. Since that day he has set the pace for department store advertising and has grown from a little general store to one of the largest owners of department stores. Were you to ask him whether advertising pays he would in all probability point to his own success.

Merchandising is not the keeping of goods on shelves but the continual turning over of the stock, selling it and buying more that makes business. The merchant who can turn over his stock twelve times a year is more prosperous than the one who turns over his stock only six times a year. Since the war, many business men have come to realize that if they expect to stay in business under the general downward trend of business which has been going on for two years, they must not get caught with high priced goods on their shelves, but must turn over their stock every thirty or sixty days in order to sell the goods against that of their competitor who is turning over and lowering his prices each time to keep pace with the demand for lower prices.

In order to turn over the stock, the live merchant constantly advertises his goods, usually in the local paper, giving from time to time new prices which are lower than those advertised the previous time. In this way, the general public sees the prices coming down, buys what it needs and thus moves the stock for the merchant, who in turn is able to replenish his stock with goods that cost less than those just sold.

In the country districts it is often found that merchants do not advertise, or if they do, they do not do it in a systematic way which will bring results. It is also found that in these sections people deal largely with out-of-town stores and mail order houses, which DO ADVERTISE both their goods and their prices. It is also found that in sections where the local merchants advertise their goods consistently and give the public a dollar's worth of merchandise for a dollar that the mail order business is almost nothing.

An example of why this is, may be found in the following paragraph reprinted from the Publishers' Auxiliary:

Large Mail Order House Reads Country Papers

"We have a bureau whose duty it is to read each week the country newspapers from all over the country. There is not a paper of any consequence in our trade territory that our bureau does not get. This bureau looks over these papers and when we find a town where the merchants are not advertising in the local paper we immediately flood that territory with our literature. It always brings results far in excess of the same effort put forth in territory where the local merchants use their local papers," said Herman Rosenfield, advertising manager for Sears, Roebuck and Company.

It therefore behooves every merchant to get busy and advertise if his business is to be prosperous and he is to be able to compete with the out-of-town houses. It can be done by local merchants if they will but try it and after a fair trial it will be found that the town in general has prospered by the keeping at home of the money which previoulsy went out of town.

UP AND DOING

The American Union has again come to the fore by installing an autocaster. This little machine stands less than two feet high, is about two feet long and eight inches wide. What does it do and why has it brought The American Union to the fore?

It is a machine in which cuts can be cast, showing pictures of national and international interest. These cuts are sent to The American Union office from New York in the form of impressions on a paper matrix, which when placed in this machine and the molten metal run in on it, gives off the impression to the hot metal. Upon cooling, this is called a cut.

This new machine also casts cut to be used in advertisements, which, when used in connection with the word part of the merchant's advertisement, gives a distinctiveness to it that is not to be found in the use of only type.

The American Union, can therefore give to the people of this community pictures of current happenings within a very short time after they happen. It is the purpose of this paper to give its readers every possible advantage it can and this addition to its equipment brings it one step nearer to the style of the big city daily. The pleasure that our readers will receive from the pictures, will more than repay us.

A PACIFIST PROPHET OF WAR

Before the great war Norman Angell was known as the "greatest pacifist"; he had written the best of all anti-war books, to which he gave the title "The Great Illusion."

The main contention in "The Great Illusion" was that wars are unprofitable even to the winner. Now Angell is out with another book called "The Fruits of Victory," in which he shows that the prophecies in his former book were true to a hair.

In his new book he attempts to prove that the victors of the recent world war won nothing except the name of victory. Everything has gone wrong with them ever since. The only fruit of victory they have is the huge indemnity that Germany will have to pay. For Germany to pay it, she must be prosperous and so all nations, except France, are trying to make her prosperous. Presently, she will become so prosperous, says Angell, that no other nation will be able to compete with her. Then she will go to war again "for her old rights" and the world will be at each others' throats once more.

Angell was a good prophet once; will he repeat?

We hope not. But everything in the world today makes that coming armament conference of the most vital importance to a disgusted, heartsickened humanity.

REMODELING STATION

The Kelly-Lester Company are making permanent improvements at their cooling station at Ridgely which will mean much to this community. During the past year this firm has paid to the farmers for milk about $100,000 at this place. They have recently installed two pasturizers of 5,000 pounds capacity and are making other important improvements, so that they will be able to handle a large quantity of a high grade of milk for their city trade. This firm has been receiving milk from the farmers at Ridgely a little over two years, and during this time have not only been a credit to this community, but are also well pleased with the patronage that the farmers are giving them. The outlook is that Ridgely and community will become a strong center in the dairy industry in the future. It is quite evident that splendid herds of cattle are making their appearance among some of our enterprising farmers.—Caroline Sun

GREENSBORO

The Misses Dorothy, Isabell and Francis Hobbs, of Whiteleysburg, have returned home after spending a week at the home of Mr. and Mrs. Thomas Hobbs, near town.

The Card Club was entertained on Wednesday afternoon by Miss Helen Naylor at the home of her sister, Mrs. F. R. Malone, on Main Street.

Mr. and Mrs. Charles E. Wails spent Sunday with the latter's mother, Mrs. Benjamin Starkey, at Templeville.

Mrs. Eugene Jamison of Oxford, Percy Malcolm, Miss Mildred Lowe and Mrs. William Malcolm and daughter, Kathlene, of Trainer, Pa., were visitors at the home of Mr. and Mrs. Thomas Hobbs the first of the week.

Miss Ellen Brown left last week for Sweet Briar College, Va.

Mrs. William E. Morgan of Newark Del., was a recent guest of her sister, Mrs Homer Stufft, near town.

Miss Stephanie Ford spent the week end at the home of Mr. and Mrs. M. L. Weaver.

Miss Mabel Cohee left Tuesday for Laurel, Del., to attend the wedding of her cousin, Miss Elsie Christopher.

Mr. Cornelius West, who has been spending the summer with his uncle and aunt, Mr. and Mrs. Thomas Hobbs, has returned to his home in Wilmington.

Miss Minnie Kornrumphf is spending a few days in Baltimore.

Miss Mattie Mitchell, of Chester, spent the week end with her parents, Mr. and Mrs. W. W. Mitchell, here.

Mr. Conrad Travers is spending the week in Philadelphia.

Miss Camelia Ginn has returned here after a vacation spent in Philadelphia.

Dr. and Mrs. F. R. Malone were in Delaware Water Gap and Philadelphia a few days last week.

The Misses Anna Schreiber and Elizabeth Webber were guests of Mrs. Howard Thomas at Goldsboro this week.

Below is a list of our subscription campaign workers from this community. Help make on a winner by the aid of your subscription or renewal to The American Union:

Miss Louise Swann, Mrs. Thomas Edwards, Miss Mary Moore, Charles Wieneke, Arthur Shadows, Samuel Bilbrough, Miss Edith Andrews, Morris Stevens, Miss Grace Wooters.

The Rancocus Tribe No. 179, Improved Order of Red Men, will attend service next Sunday evening at the Methodict Episcopal Church in a body.

Mr. and Mrs. Addison A. Christian and two daughters, the Misses Margaret and Elizabeth, of Philadelphia, spent the week end at their summer home here, "Riverdeen," and on their return were accompanied by their daughter, Mrs. Temple Smith.

Mr. T. P. Green was given a surprise party Tuesday evening by his family.

Mrs. C. B. Jarman was a visitor in Baltimore last week.

Margaret Benson, one of the most respected colored women of Greensboro, died last Thursday about noon at her home here, at the age of 52. The funeral was held at the colored church and interment was made in Croker's Cemetery, near town.

R. C. Jackson, who has been conducting a jewelry store on Railroad Ave., moved this week to the store recently vacated by Mr. Warren Van Sant, druggist, on Main street.

Contractor David L. Morris is about to finish the store on the corner of J. H. Coursey's. When finished this will be one of the most up-to-date stores in the town.

The Greensboro Milling Company, of which Mr. L. Riddleberger is manager, will try out the machinery this week and will begin operation on Monday morning. "The Greensboro milling Company" is being painted on the side of the mill by Rev. Melvin G. Morris. The letters are black, trimmed with yellow and are three feet high, which makes a good showing from the street. This mill has a capacity of about 80 barrels of flour in twenty-four hours, and it is said that this mill will run night and day in the near future.

A three-mast schooner arrived at Brockway's wharf this week with a cargo of fertilizers.

Contractor Lane, from Queenstown is erecting the new home for Mr. and Mrs. J. Keene Saulsbury on Main St.

Mr. W. B. Moore, of Wilmington, was a week end guest of his mother, Mrs. Josephine Moore, on Church St.

Mrs. J. P. Pepper, Mrs. M. H. Roe, and Mrs. Charles W. Kinnamon are on the sick list.

J. Alan Massey is having his house painted since his return from Ocean City, where he conducts a hotel during the summer.

Mr. O. H. Ridgeway, of Oxford, was in town Sunday.

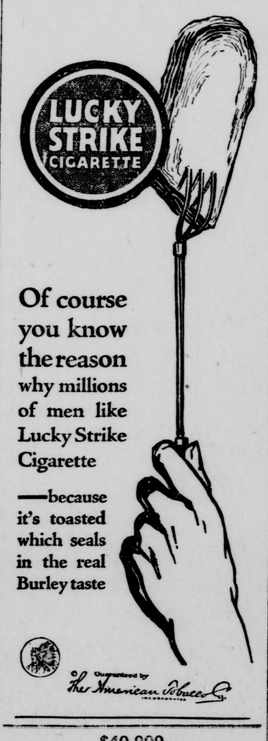
Mrs. Cornelia Prettyman is visiting in Preston this week.

Mr. and Mrs. T. Cardy Curry, of Bridgeville, Del., visited at the home of his brother, Mr. James E. Curry, this week.

Mr. and Mrs. Nickerson and daughwith Rev. and Mrs. J. A. Leach, at ter, of Sudlersville, spent Sunday the M. E. parsonage.

J. B. Colgain, of Denton, was in town on Tuesday.

Mr. and Mrs. Jack Nichols, of Camden, N. J., are visiting Mr. Nichols' parents, Mr. and Mrs. George E. Nichols.



Of course you know the reason why millions of men like Lucky Strike Cigarette

—because it's toasted which seals in the real Burley taste

The American Tobacco Co.

$40,000 CAROLINE COUNTY Maryland 6% SCHOOL BONDS

NOTICE IS HEREBY GIVEN, That the County Commissioners of Caroline County, will receive sealed bids for the purchase of Forty Thousand Dollars ($40,000.00) par value of Caroline County, Maryland, School Bonds, up to one o'clock,

TUESDAY, OCTOBER 18, 1921

at the office of said County Commissioners in Denton.

The above bonds are offered for sale pursuant to power and authority contained in Chapter 375 of the Acts of the General Assembly of Maryland, 1920.

Said bonds will be dated October 1st, 1921, and will be in denomination of $1,000. and will bear interest at the rate of six per centum (6%) per annum, payable semi-annually on the first days of April and October in each year. Said bonds will mature as follows: $4,000 October 1st.,1926; $4,000 October 1st., 1927; $4,000 October 1st., 1928, $4,000 October 1st. 1929, $4,000 October 1st, 1930, $4,000 October 1st., 1931, $4,000 October 1st 1932, $4,000 October 1st, 1933, $4,000 October 1st, 1934, $4,000 October 1st, 1935.

They will be exempt from State, County and Municipal taxes in Maryland. Each bid must be accompanied by certified check, bank draft or cash, for an amount equal to five per cent. (5%) of the par value of bonds bid for, as a guarantee that the successful bidder or bidders will receive and pay for said bonds upon delivery, unless same are rejected on legal grounds. The County Commissioners reserve the right to reject any and all bids.

By order of the County Commissioners of Caroline County.

W. C. TODD,
President.

29-3t

Public Sale
—OF—
Household Goods

The undersigned will offer at public sale at his residence on First street, near the Catholic Church ....

SATURDAY, OCTOBER 1

at 2 o'clock p. m.

1 Dining Room Suit, consisting of 1 Oak Buffet, 1 Oak extension Table, 4 Leather Seat Chairs; 2 Bedroom Suits: Bedroom Suit No. 1—Color White, 1 Dresser, 1 Dressing Table and Wash Stand combined, 1 Small Rocker, Iron Bed, heavy weight; Cotton Mattress and good Spring; Bedroom Suit No. 2, Light Oak—1 Dresser, 1 Wash Stand, 1 Iron Bed, Oak color; 1 Good Mattress and Spring; also 1 Single Bed Springs and Mattress; 1 Single Cot and Mattress. 1 Centre Table for Living Room, 1 Settee or Sofa, 1 Arm Chair and 1 Rocker, 1 Kitchen Cabinet, 1 Kitchen Table, 2 Kitchen Chairs, 1 Oil Cook Stove, 1 Oil Heater, new; 1 large Coal Stove, 1 small Wood Heater, small lot of Matting and Rugs. 1 Singer Sewing Machine, Screen Door and Screens. Lots of other little things not mentioned, all of these goods are practically new. Only used a little over one year.

A. A. RALEY,
Denton, Md.

JAMES TEMPLE, Auct.

TUCKAHOE NECK

Rally Day service will be held at Thawley's M. P. Church Sunday at 10:00 a. m. All are cordially invited.

A teacher has been secured for the men's Bible Class at Thawley's. All men who are not members of another school are cordially invited to become members. The class will be reorganized Oct. 9.

Captain R. W. Richards, Sr., and Captain R. W. Rickards, Jr., of Camden, N. J., and Mr. Grosscup of Hancock's Bridge, also Mrs. Ross Number of Clayton were visitors at the home of Mr. Wallace Clark last week.

Mr. Philip Downes is sick with pneumonia.

The junior Sunday School class will meet with Miss Helen DeFord at 2:30 p. m. Sunday, October 2.

Mr. E. C. Wright and family visited relatives near Burrsville Sunday.

John Hunter of Bridgetown, Md., visited Paul Higgins Saturday and Sunday.

Everett Clark of Denton visited Reginald Higgins over the week end.

NOTICE
—OF—
Intermediate Registration

TO THE VOTERS OF CAROLINE COUNTY:

In compliance with Article 33 of the code of Public General Laws of the State of Maryland, notice is hereby given that the officers of Registration for Caroline County will sit in the respective election districts at the time and places hereinafter stated, for the purposes named in and by the provisions of Article 33.

For the purpose of registration of voters the registers will sit on

TUESDAY, OCTOBER 4, 1921

between the hours of 9 o'clock a. m. and 9 o'clock p. m.

The second and last sitting for registration will be on

TUESDAY, OCTOBER 11, 1921

between the hours of 9 o'clock a. m. and 9 o'clock p. m.

The places of sitting will be as follows:

First Election District
at Henderson
Second Election District
at Greensboro
Third Election District
First Precinct
at Denton
Third Election District
Second Precinct
at Denton
Fourth Election District
at Preston
Fifth Election District
at Federalsburg
Sixth Election District
at Hillsboro
Seventh Election District
at Ridgely
Eight Election District
at American Corner

The Registers will also sit at the above named places on

TUESDAY, OCTOBER 18, 1921

between the hours of 8 o'clock a. m. and 7 o'clock p. m. for the purpose of REVISION ONLY.

JOHN K. LYNCH,
EVERETT H. GALE,
HARRY B. MASON,
Supervisors of Election for Caroline County, State of Maryland.

Test:
C. LESLIE WALLS, Clark. 2t

Notice to Taxpayers.

I WILL SIT FOR THE PURPOSE OF COLLECTING TAXES between the hours of 1 o'clock p. m. and 6 o'clock p. m., at the following places, (all other days at the treasurer's office in the Court House) on the following days:

HENDERSON
SATURDAY, OCTOBER 1ST
(COLE'S STORE)

GREENSBORO
SATURDAY, OCTOBER 15TH
(CAROLINE COUNTY BANK)

HILLSBORO
MONDAY, OCTOBER 17TH
(THOMPSON'S IMP. STORE)

RIDGELY
FRIDAY, OCTOBER 21ST
(BANK OF RIDGELY)

PRESTON
SATURDAY, OCTOBER 22D
(COVEY BROS.' STORE)

AMERICAN CORNER
THURSDAY, OCTOBER 27TH
(DAFFIN'S STORE)

FEDERALSBURG
SATURDAY, OCTOBER 29TH
(COVEY & WILLIAMS' STORE)

Office in Denton will not be open from 1 to 6 on these dates.

T. FRANK SEWARD,
Treasurer of Caroline County





Uncle John's Poem

UNGRATEFULNESS

Why is it, that we're discontented in this fair land of fruit and flowers? Why can't there be some scheme invented, to palliate our selfish hours? Our harvest bins are overflowin'—unbounded wealth is at our hand—and still our discontent keeps growin'. It's more than I can understand.

There was a day that I could mention—I can't forget it, even now.—We kept our feelin's in suspension by waltzin' with a shovel plow. . . . We didn't flirt with fickle fortune, we never chased the nimble cent, we got along without no scorchin'—we didn't have no discontent.

We didn't know no strained conditions—nor hungry mouths, nor greedy eyes. . . . We didn't have no politicians to fill our ears with blasted lies. I wouldn't say that I'm contendin' for what you call back-number ways. . . . But I can say, without pretendin' that them was mighty happy days.

Yr. pome Uncle John.

FOR STATE SENATOR

VOTE FOR

LAWRENCE B. TOWERS

If elected, will represent all the people, regardless of party



Take a Tip From the Farmer

Those who have failed to catch the business cloud, may well profit by the first gleams of the silver lining in the farmer's example.

He is going ahead with his fall work, confidently facing the future.

This bank welcomes the opportunity to help the farmer. We admire his backbone.

THE DENTON NATIONAL BANK

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

A Member of the Federal Reserve System

DENTON - - - - MARYLAND

Have you Seen the

NEW MAXWELL

$945 Delivered

If you need a new car we can furnish just the one you will delight to own. If the car you are now driving isn't quite satisfactory let us make it so.

MILLER TIRES

Den-Mar Mobile Co.

DENTON - - - - - - MARYLAND

FINE JOB WORK AT THE AMERICAN UNION

DENTON - - - - - - MARYLAND

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