The Queenstown News.

EVERY SATURDAY MORNING

ONE DOLLAR A YEAR, IN ADVANCE

M. W. AKER, Proprietor.

Address all Letters "The News" Queenstown, Md.

Advertising rates upon application.

Entered at the Queenstown postoffice as Second Class matter

Saturday, October 26, 1929

Meeting a customer face to face was in the past considered the only means of selling goods. To-day 75 per cent ofall merchandise is sold in the home through constant and intelligent advertising. The merchant who thinks his opportunity would be greater elsewhere is of a mediocre caliber and uses his wishbone, in place of his backbone, forgetting that opportunity does not help the man unless he seizes it.

Every town with a newspaper affords thegreater and golden opportunity, and millions of dollars are made by this valuable ever-present medium. Newspaper advertising has many advantages over personal selling. One is suggestive description, creating the desire in the mind of the reader, which had not occured to him before.

Another advantage is: your appeal is made oftenest when the reader's mind is in the most receptive mood; in the warm and cheerful home, or on the cool and shady porch. The paper is a welcome visitor, bringing the latest local news of social and business interest. The local merchant has social andpersonal advantageover the mail-order house in addition to a weekly intercourse and contact through his paper.

Authentic statistics show that many communities have successfully combatted this undesirable and unnecessary loss of business by cooperating with a consistent method of merchandising, back of truthful and persistent use of the already existing opportunity offered by the local newspaper, the most effective weapon against the mail-order catalog menace.

Life is too short for the average buyer to roam abroad investigating and comparing valueswhen it can be done in a rocking chair Therefore sharpen your "adz" and blaze a trail to success.

The original question of what kind of a tariff bill would be passed at the special session of Congress has been partly overshadowed by the question which has recently arisen of before the session expires

Failure of the leaders to agree at their first conference called to expediate the bill showed that both sides were standing pat on the flexiable clause, which the Senate voted to eliminate as well as upon the matter of rates.

In an exchange of charges in public statements, Senator Borah of the Progressives and Senator Smoot, Chairman of the Finance Committee, each placed responsibility upon their respectiveforce which seemed only to intensify the disagreement.

The overwhelming Republican majority in the house became primarily responsible for the situation which confronts the Senate when it decided to revise the entire tariff bill instead of confining itself principally to a revision of the agricuitural schedules to establish something like parity with industry and to limited changes in the industrial schedules obviously exhorbitant, or admittedly too low in the case of languishing industries

Following the defeat of the flexiable clause, the Presiden'ts pet section in the Senate, alarge number of administration Senators seemed to lose interest in the bill and the Republicau party press began to sdeculate upon the advisability of having no tariff rather than surrender the flexible clause in the existing law.

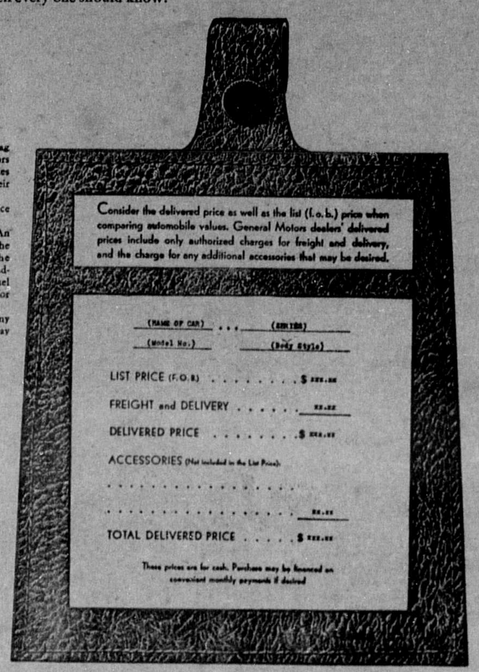
Some of the latter have urged the House not to accept the bill without a flexible clause empowering the President to fix rates, and have suggested an excutive veto, although the senate had not yet acted on a single rate, and therefore could have noknowledge of what kind of a bill they asked the House to reject or the President to veto.

On the other hand, Senator Robinson, the Democratic leader, has made it clear on several occasions that the Democrats supported by Progressive Republicans wanted a bill enacted that would do justice to agriculture and industry alike He said: If administration Senators choose to prevent the passage of the tariff bill because of the repeal of the existing flexiable provision, they must take full responsibility.

Important to

BUYERS OF NEW CARS

FROM time to time General Motors has devoted its messages in this paper to giving facts which help the car-buyer get full value for his automobile dollar. In keeping with that policy of frankness, this message gives facts about the prices of new cars which every one should know.



THIS is the standard price tag used by General Motors dealers to show what makes up the delivered prices of their new cars.

List Price. The f. o. b. price advertised by the factory.

Freight and Delivery. An authorized amount to cover the freight charges paid by the dealer and the cost of unloading, inspecting, supplying fuel and oil — preparing the car for delivery to you.

Accessories. A charge for any additional accessories that may be purchased.

WHEN you buy a new automobile, it is the *delivered price* that you actually pay.

The delivered price consists of the list price of the car—the f. o. b. price advertised by the manufacturers—plus certain other charges which the dealer makes.

You should know exactly what those charges are and what each one is for.

There is no mystery about the charges added by General Motors dealers. They have adopted this standard price tag, which tells you everything. Nothing is hidden. There is no extra charge to permit a *seemingly* better trade-in offer. No extra charge to cover advertising or any other item. You know exactly what makes up the difference between the list price and the delivered price. Each charge made by the dealer is fair and reasonable.

Use this tag for reference. Make it your guide in comparing automobile values. For the delivered price is the price you really pay.

Below is given the range of list prices for each General Motors car. They are just as low as General Motors' vast production, centralized purchasing and reasonable profit per car can make them. General Motors dealers maintain this value in their delivered prices of these cars and show you every item on the standard price tag. Look over the General Motors line. Then clip the coupon.

"A car for every purse and purpose"

CHEVROLET $525—$695. A six in the price range of the four. 7 models.

PONTIAC $745—$895. "Big six" luxury at low cost. 7 models.

OLDSMOBILE $875—$1035. The Fine Car at Low Price. 6 cylinders. 8 models.

MARQUETTE $965 — $1035. Buick's fine new companion car. 6 models.

OAKLAND $1145—$1375. The All American six. 9 models.

VIKING $1595. General Motors' new "eight" at medium price. 3 models.

BUICK $1225—$1995. The greatest Buick of them all. 14 models.

LASALLE $1295—$2875. Companion car to Cadillac. 14 models.

CADILLAC $3295—$7000. The Standard of the World. 26 models.

(Base prices—f. o. b. factories)

ALSO

FRIGIDAIRE Automatic Refrigerator. New silent models with cold-control device. Tu-tone cabinets. Price and model range to suit every family.

DELCO-LIGHT Electric Plants — Water Systems. Provide all electrical conveniences and labor-saving devices for the farm.

GENERAL MOTORS

TUNE IN—General Motors Family Party every Monday, 9:30 P. M. (Eastern Standard Time) WEAF and 37 associated radio stations.

CLIP THE COUPON

General Motors (Dept. A), Detroit, Mich.

What goes on behind the scenes in a great automobile industry like General Motors? The inside story is told in a little book with lots of interesting pictures. This book—*The Open Mind*—will be of value to every car buyer. It is *free*. Send the coupon. Check the particular products you would like to know about.

Name .....

Address .....

☐ CHEVROLET ☐ PONTIAC ☐ OLDSMOBILE ☐ MARQUETTE ☐ OAKLAND ☐ VIKING ☐ BUICK ☐ LASALLE ☐ CADILLAC

☐ Frigidaire Automatic Refrigerator ☐ Water Systems

☐ Delco-Light Electric Power and Light Plants

James Adams Floating Theatre

At Queenstown, Week Beginning October 21 to 26

With a carefully selected repertoire of pleasing plays. Everything entirely new this season and no expense has been spared to make the Floating Theatre better than ever with a splendid cast on the stage, also augmented orchestra.

Program for the Week:

MONDAY—"Susanne"
TUESDAY—"Cappy Ricks"
WEDNESDAY—"Trial of Billy Wells"
THURSDAY—"That Carnival Girl"
FRIDAY—Feature—"Smiling Thru"
SATURDAY—"Be Yourself"

Reserved seat tickets can be secured in advance at the Box Office at all hours after 10 o'clock A. M. any day for all performances, by phone or mail, beginning Monday, October 21.

Admission 20, 35 and 50 Cents---NO HIGHER

Take no Chance with Insects **Kill the Fly**

We have some excellent preventatives

Consult your Physician and Bring your Prescription to the

QUEENSTOWN PHMAARCY,

Norman R. Hitch, Proprietor

By GRACE VIALL GRAY
Household Science Institute.

TOMATOES

Tomatoes are one of the easiest of vegetables to can. They are an acid vegetable and as such do not present any of the difficulties that sometimes arise in canning the non-acid vegetables. Tomatoes are so rich in vitamins that they are quite necessary in the diet, and fortunately retain their vitamin value after being canned. All wise homemakers will can many quarts of tomatoes for their winter menus when vitamins are not so plentiful.

Grace Viall Gray.

For canning, use only sound, firm ripe tomatoes. Cut off any green, unripened parts. Scald 1½ to 2 minutes to loosen the skins. Putting the tomatoes in a square of cheesecloth facilitates this process. Dip in cold water, core and peel. Pack in jars. There are two styles of packing tomatoes. One way is to pack them solid or whole. The other is to pack them mashed in their juice.

Making Tomatoes Ready for Canning.

For the solid pack, pack the tomatoes whole, pressing down firmly enough to fill all air spaces; add only the juice which drains from the tomatoes during peeling and cutting. If the tomatoes are to be sold, this is the type of pack that government regulations require. Add 1 teaspoonful of salt to every quart. Seal and process. Process means sterilize.

For the other type of pack, the irregular, broken or extra large tomatoes can be used. Scald and cold dip to remove the skins. Mash. Fill jars. Add 1 teaspoonful salt to each jar. Partially seal and process.

Whole canned tomatoes look more attractive and should always be canned this way for exhibition purposes. They should be canned whole, also, when desired for salads. The other type of canning enables one to get more tomatoes in a jar and is excellent for soups.

Tomato puree can also be made by cooking tomato pulp until it is the consistency of catsup, after which it is seasoned, strained and packed hot in jars and canned. It is all ready for use when the jars are opened.

After the jars of tomatoes and tomato puree are ready for canning, put them in the steam pressure cooker. Have boiling water almost to reach the rack in bottom of cooker. Fill cooker with jars, adjust cover by tightening clamps opposite each other. At the same time, see that all clamps are tight and no steam escapes except through the petcock. When steam comes from the petcock, close petcock completely, and allow pressure to rise to 10 pounds. Sterilize 10 minutes at this pressure. Keep uniform pressure to prevent loss of liquid in jars.

Remove cooker from fire at the end of the processing period, and allow gauge to register zero before opening the petcock, then open gradually to prevent loss of liquid in jars. Remove jars, completely seal, invert, cool, watch for a few days, then store in a cool, dry place.

OFFER $5,625 IN PRIZES IN NATIONAL CANNING CONTEST

To ward off a threatened surplus of farm products in many sections and to impress more housewives with the economy and healthfulness of home canned foods, a National Canning Contest is now under way to find the best jar of canned fruit, vegetables and meat in the country. Two hundred and twenty-two cash prizes totalling $5,625 have been hung up by the Sears-Roebuck Agricultural Foundation, including a grand sweepstakes prize of $1,250 for the best jar of canned food entered in the contest. Any woman or girl is eligible to enter the contest, but entries must be in not later than October 1, 1929. Further information on the contest and free jar and entry blanks for sending in entries may be had by writing to Anne Williams, director, National Canning Contest, 925 S. Homan Avenue, Chicago, Ill.

Read this Twice

Dear Friend—I have severed my connections with the A. Nash Co., and as a special representative for the A. C. Lyon Tailoring Company, I am now happy to announce the arrival of an entirely new line of over 200 new, exclusive, wonderful patterns of all wool samples for suitings and Overcoats for Fall and Winter wear

We have combed the Woolen Market and bought the most beautiful goods in America, which We now present to you for your selection, for immediate or future delivery.

These wonderful woolens and the 100 per cent Clothing service which we guarantee you, places us in the front ranks of the successful manufacturers in this Country.

Among the many pleasing features of the A. G. Lyon Co's, products is the Style, Fit and Workmanship which is unsurpassed.

AN EIGHT DAY DELIVERY ON RUSH ORDERS

Pure linen canvas in every Coat.

Every garment stitched with pure silk.

Every garment made carefully to fit your exact measurements.

100 per cent Clothing Service. Quick adjustments.

A suit, to suit the customers purse $22.50 up to $50.00.

May I continue to serve you by calling, day or night,

You owe it to yourself and friends to see these goods.

I fully appreciate your past co-operation and trust for a continuation. Please drop me a card, or Phone 2.

Very respectfully yours for real service.

W. W. STORY

QUEENSTOWN, MD.

Pay Cash—Pay Less

John P. Aker,

Queenstown, Md.

REPAIRER

Boots, Shoes,
Harness,
Auto Curtains,
Fan Belts,

Children Cry for Mother's

CASTORIA

The Kind You Have Always Bought, and which has been in use for over thirty years, has borne the signature of Chas. H. Fletcher on the wrapper all these years just to protect the coming generations. Do not be deceived. All Counterfeits, Imitations and "Just-as-good" are but Experiments that trifle with and endanger the health of Infants and Children—Experience against Experiment.

Never attempt to relieve your baby with a remedy that you would use for yourself.

What is CASTORIA

Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrups. It is pleasant. It contains neither Opium, Morphine nor other narcotic substance. Its age is its guarantee. For more than thirty years it has been in constant use for the relief of Constipation, Flatulency, Wind Colic and Diarrhoea; allaying Fevers arising therefrom, and by regulating the Stomach and Bowels, aids the assimilation of Food; giving healthy and natural sleep. The Children's Comfort—The Mother's Friend

GENUINE CASTORIA ALWAYS

Bears the Signature of

Chas. H. Fletcher

In Use For Over 30 Years

The Kind You Have Always Bought

THE CENTAUR COMPANY, NEW YORK CITY.

Join Our

Christmas

Savings Club

For 1929

You may become a member any time. Let's talk it over

Queenstown Bank of Maryland,

Qneenstown, Maryland

Distributing Agent for

Maryland Ice Cream Company,

CLOVER BRAND,

Queenstown Ice Company

QUEENSTOWN, MD.

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