

THE SENTINEL'S BUY-AT-HOME DEPARTMENT.

Hypocrisy In Large Packages

First Hypocrite Stole Livery Of Heaven's Court To Serve Devil In

[Copyrighted, 1914, by Thomas J. Sullivan.]
The first hypocrite was the man who stole the livery of the court of heaven to serve the devil in.

Some people speak as if hypocrites were confined only to religion, but they are everywhere, people pretending to wealth when they have not a sixpence, assuming knowledge of which they are ignorant, shamming a culture they are far removed from, adopting opinions that do not hold and pretending honest business roles which are far from the legitimate.

As a man loves gold, in that proportion he hates to be imposed upon by counterfeiters, and in proportion as a man has regard for that which is above price and better than gold he abhors that hypocrisy which is but its counterfeit.

Lying before the writer is the acme of hypocrisy. It is a catalogue of one of those mail order houses, and on one page three sewing machines are advertised. The first is declared to be the "most perfect sewing machine on the market," the second is said to have "more good sensible ideas than any other," while the third is praised as being "the most superior sewing machine on the market."

Now, which of these machines really is the best? Which of them is as good as the one your retailer sells and guarantees? Can any reader of the above triumvirate of ads. tell? Most assuredly not.

The lesson should be plain to all who receive these catalogues. They contain glowing descriptions of goods, but the senders of money do not know what they are going to get for their money when they send it to a mail order house.

Goods in Plain Packages.

Were it not so serious it would be amusing to read some of the smooth arguments the catalogue houses advance to their readers in an effort to induce them to send in orders. They say that goods are sent in plain packages because many merchants who buy of them to sell again object to having their name appear on the boxes. We know we are safe in saying there is not one single merchant in the whole United States who ever ordered any goods from these concerns. The statement is made in an effort to make the consumer believe that he can buy as cheaply as his local merchant can.

But printed matter that will sell goods is within the power of almost any local retailer. Most all the expert advice is little more than empty generalizing about nonessentials. It is not literature, remember, but advertising, that you want to write. Knowledge of words and type and the ability to write fine introductory paragraphs and striking headlines are not to be despised, of course, but the facts, not fancy ways of saying them, are what induce the people to spend their money in the local stores.

The merchant's knowledge of his store, his goods and the people is more than an offset for any lack of ability to coin catchy phrases or to use technical language in telling the printer how he would like to have his advertising look.

When the merchant sits down to write his ad he should imagine that his hardest customer to sell to is seated on the other side of his desk. He should write what his talk would be if he were determined to make a sale to that customer when in the most obstinate of moods. He should write it all down, then lock it in his desk for a few hours, later cut out all the superfluous words and print the facts with out any trimmings.

Personality Brings Trade.

The nearest the mail merchant can come to making his advertising sound like his talk the more effective it will be. Personality is what brings and holds trade; personality secures to your competitor trade likewise difficult to wean away from him.

The modern retail merchant must make sure that his displays in his windows and in the store itself are such as will interest women. A general variety ought to be shown, with prices clearly indicated in plain figures. Make inspection easy and then let shoppers inspect undisturbed, for in this manner many new wants will be developed in the minds of the shoppers. The merchant or salesman who stands over a shopper and attempts to press a sale invariably annoys the customer and hastes his or her departure.

The merchant who has not advanced with the times must come to a full realization at once that many changes are necessary before he can hope to compete resultfully with retail mail order houses, and the first and principal change is the manner in which his stock is displayed, and in the process of this arrangement he must take into consideration the fact that men have almost completely ceased to figure in the day to day purchases of household necessities.

WHEN YOU THINK OF FURNACES thing of OATMAN; also bicycles and motorcycles and repairs at a reasonable price and good quality.

SIXTEEN NEW COTTAGES WILL be built at Chippewa Lake Park this summer, and everything will be "clean-up" and "paint-up."

HAVE A REFRESHING SODA IN any one of the delightful flavors we offer in combination with our ice cream. J. W. TUTTLE, Rexall Store.

POULTRY WANTED—WILL PAY highest prices for poultry, especially for ducks. Phone or call LOUIS WEISBERG, West Washington st.

CHIPPEWA LAKE PARK WILL open for the season Decoration Day and will be more popular than ever; fine fishing, boating and bathing.

PLAN TO MEET YOUR FRIENDS this summer at Chippewa Lake Park where the finest music will be heard at all times; fine fishing and boating.

GET YOUR SEED OATS AND OTHER needs of Miller & Collin; investigate our great grain drill; guaranteed to be the best made; we save you cash.

GOOD THINGS TO EAT AT GISH'S restaurant; soft drinks and ice cream sodas; cigars and tobacco and a fine line of box candy.

RUN-AWAY JUNE AT THE PRINCESS Theatre—the most thrilling story of love and adventure ever put on a screen.

BURPEE'S SWEET PEAS and NASTURTIUMS, best varieties, separately or in mixtures, by the ounce at M. T. WRIGHT'S BOOK STORE.

SATURDAY SPECIAL MCINTOSH'S News Stand, 25c chocolate creams, 18c. Do not fail to take advantage of great bargains advertised in sale.

GIBBS & LINCOLN, BRUNSWICK, for Builders' Supplies, Feed, Implements and Engines. A full line to select from and prices right.

FISHERS IS THE PLACE TO BUY high-grade, stylish and serviceable footwear for the whole family, expertly fitted at popular prices. Quality first.

GARDEN PEAS. WE CAN SUGGEST a variety of peas to you which is the best thing you ever saw. See us. O. C. SHEPARD CO. Medina, O.

SEE PIERCE ABOUT A STUDEBAKER demonstration; the best auto value on the market; auto supplies of all kinds kept constantly on hand.

GERTENSLAGER BUGGIES HAVE no superior. We sell buggies direct from factory to user. Get our cash prices. Frank Brandow, Medina, O.

JUICY STEAKS AND TENDER roasts can always be had of Henry Young; also smoked and salt meats in great variety always on hand.

THE BEST HAND-MADE HARNESSES properly priced and guaranteed by HENZ & SON, who help to pay the taxes of Medina County.

WHEN YOU WANT A HAT THINK OF THOS FERRIMAN & SON; the latest styles priced at the right figure; fine line of furnishings as well here.

GIFTS FOR TEACHERS OR SCHOLARS at closing of school year, or for other occasions, at WRIGHT'S BOOK STORE.

TRY OUR BULK MACARONI—2 pounds for 15 cents. The best you ever ate. FOOTE & HARTMAN, Medina, Ohio.

DATES FOR PICNICS FOR THE coming summer are being rapidly taken up at Chippewa Lake Park this summer; better get busy and get one.

NO HIGH PRICES AT STEINGASS'; Get nice fresh fish Saturday for fish dinner Sunday; white fish, herring, pike, perch etc.

GET THOSE EYES ATTENDED TO at once at SHAW'S; eyes examined and perfectly fitted; lenses replaced when broken; prices right.

"LUSTERINE"—THE SCOURING and polishing Wonder—2 for 5 cents and it does the work thoroughly and well. Foote & Hartman, Medina, O.

TAKE BABY TO McDOWELL FOR the best photo; have a picture of father, mother, sister, brother. Do it now. Let McDOWELL do it right.

ALL THE BIG PICNICS AROUND here will be held at Chippewa Lake Park this summer; have you got a date for yours; good boating, bathing.

LET HAWKINS DRY CLEAN THAT suit of yours next time; satisfaction guaranteed; sponging, pressing while you wait. SEE HAWKINS.

BUY YOUR BOYS YOUTHS, AND Men's Clothing of us; we can save you money. Let us quote you prices at least. L. ABRAMS, Clothiers and his or her departure.

LET US QUOTE YOU PRICES ON all your goods in our line; when considering quality we can beat any mail order house. G. F. HIGH.

THE FINEST LINE OF JEWELRY in Medina county can be found at S. H. Brainard's, and every article is as represented when purchase is made.

WHEN IT COMES TO GROCERIES, we can please you we know. Let us make you up a \$10 order; we're here to make things right. EDWARDS.

BIG SALE ON FRUIT. SPECIAL for Saturday—cucumbers, tomatoes, spinach, etc. Louis Weisberg, 1 door east of Young's market. Don't forget.

THE SUITS WE SELL AT TEN DOLLARS cannot be equalled by any mail order house. Come to us first. If we can't suit you don't buy. L. ABRAMS.

ALBERT ACETYLENE WELDING. I guarantee all metals, and make weak parts strong. At Marsh's Garage, or call 4077 or 3080.

BIG SALE ON FRUIT SPECIAL FOR Saturday—grape fruit, 35c a dozen and many other things too numerous to mention. LOUIS WEISBERG

SPALDING'S BASEBALL GOODS are sold exclusively at WALL'S. Go there and get the genuine reliable Spalding's Bats, Balls and Supplies.

WHEN YOU NEED MEN'S or BOY'S clothing, hats, caps, anything in our line, remember we have the best at lowest prices. O. N. Leach & Son.

NOW IS THE TIME TO GET YOUR rubber hose and keep your lawn and garden sprinkled. We keep them. OATMAN'S HARDWARE.

HANDSHUE AUTO CO. HAS A few more sets of tire savers which they will close out at \$3.00 per set. Phone 1344.

OUR GALE SURE DROP CORN PLANTER is not the cheapest in first cost, but best in service, always. The Medina Farmers Exchange Co.

TRY OUR CHI-NAMEL IN CON- with your spring renovating. It will wear well, is washable and will not crack. Oatman's Hardware.

WASHING MACHINES — EITHER hand or power—\$10, \$13.50, \$15. Call for demonstration of best water power machine made. Roy B. Oatman.

HOUSE, CARRIAGE AND SIGN painting, interior decorating; first-class work. S. B. Pritchard, Overland Garage, S. Court st., Medina, Ohio.

MELLOTONE YOUR WALLS—It's colors "soft as the rainbow tints" make possible artistic decoration, sanitary and fadeless. A. Munson & Son.

ALBERT ACETYLENE WELDING. I guarantee all metals and reinforce weak parts. Talk it over with me at Marsh's Garage or call 4077 or 3080.

FOR SALE—CRESTLINE SPRAY pumps; expert repairing. HUNTER, The Gas Engine man. Gasoline stoves repaired.

TRY OUR SCALP TREATMENTS IF your hair and scalp is not in good condition. Ten years experience. Mrs. Addie Miller, Hairdressing, Call 4021.

WE HANDLE THE ONLY COMPLETE auto supply stock in Medina. Our prices are RIGHT. WESTERN RESERVE GARAGE.

NEVER LEAK ROOF CEMENT FOR repairing any kind of roof from shingle to tarred paper. On sale by Medina Paint Varnish & Oil Co.

BARGAINS IN SECOND HAND autos. 1 Mitchell, 1 Maxwell, 2 Overlands. All in good condition. R. A. LEHR, Medina, Ohio.

HIGH GRADE OILS FOR YOUR auto or gasoline engines. 21c per gal, if you furnish your container. Medina Oil Co. Elwood at Liberty st.

WE BOTH MAKE A PROFIT IF YOU DO YOUR WORK. S. W. ANDERSON, MEDINA, OHIO.

RATHER HOT WEATHER TO THINK about coal for next season, but now is the time to lay in a supply. Call 1171 for prices. Medina Coal Co.

CALL JOHN BUTORFF for CLEAN Clear ice and you will get good weight and prompt service. Phone 3039—120 West Liberty street.

C. F. HOBART IS STILL AT THE same old stand. A full line of groceries, fresh bread, fruits and vegetables in season. Give us an order.

MISS BISHOP HAS A GOOD assortment of ladies' and children's hats at reasonable prices. Bargains that should be investigated.

Remember that W. H. Iper has fish for sale every day but Monday at the same old stand just west of Wall's drug store. 337c.

FOR SALE On account of building a barn—30 shoats, weighing about 125 lbs., good growthy ones; 5 Chester White brood sows with pigs 2 weeks old, sired by thoroughbred Chester White boar; 1 fresh cow, 1/2 Holstein, an extra good cow; 1 Jersey heifer, 2 years old, due to freshen soon; 2 yearling Holstein heifers, also cheap work mare. For cash or bankable 6 month notes. Farm located 1 mile north of Center of Hinckley, Richfield phone.

J. M. RILEY, 34-2

CHANCE FOR INVESTMENT The Medina Foundry Company is now offering the remainder of its 6 per cent. non-taxable preferred stock, issued for building purposes, for sale at par and accrued dividend. This is a successful home industry, open to the investigation of investors, and any person having money to invest at 6 per cent. with taxes paid, should investigate this proposition. 35-1p

WANTED—TWO LOADS OF LOOSE mixed hay. Branch & Longacre. 1w

WANTED—Housecleaning by the day. Phone 3126. 81c

Signals of Distress

Medina People Should Know How to Read and Heed Them
Disordered kidneys give many signals of distress.

The secretions may be dark, contain sediment.
Passages are sometimes frequent, scanty, painful.

Backache is often present day and night.
Headaches and dizzy spells may occur.

Weakened kidneys should receive quick help.
Don't delay! Use a special kidney remedy.

Doan's Kidney Pills are for weak kidneys, backache and urinary disorders.

Medina evidence proves their worth. Mrs. John Wise, 225 W. Lafayette Rd., Medina, says: "My kidneys showed weakness and gave me much annoyance. I had dull, heavy pains across my back and I suffered from headaches and dizzy spells. Two boxes of Doan's Kidney Pills acted promptly in relieving the aches and pains through my back and benefitted me in every way."

Price 50c at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mrs. Wise had. Foster-Milburn Cos., Props., Buffalo, N. Y.

COPLEY

The little daughter of Mr. and Mrs. Elmo Jacoby, who died of pneumonia, was brought here for burial Thursday.

Dr. H. G. Long and wife attended the funeral of William Sparhawk at Tallmadge, last Friday.

J. K. Arnold has shipped his household goods and he and his wife and mother-in-law have started in their machine for Tangier, Ind.

Buchtel orchestra played for the Junior exercises. The auditorium was decorated in the class colors, green and white.

Principal Augenbaugh was given a letter of appreciation and a gift of \$5 from the Junior class.

Miss Rose Dallinga's friends were surprised to read of her marriage. She was one of Copley's best-known girls.

Floyd Smith, mail carrier, was married in Akron, Saturday, to Miss Minnie Garn of Wadsworth.

The W. C. T. U. will meet Wednesday afternoon, May 5.

Mrs. Fred Taylor was in Toledo last week as a delegate to the L. O. T. M. convention.

Mr. Carpenter is moving one of the school houses from Maple Valley to his land across from White Pond hotel.

Mrs. Byron Coon is seriously ill. Charles Rhodes and family of Kent called on Copley friends Sunday.

Harlie Brunskill, won in the county spelling contest which was held in Akron Saturday.

Rev. Mr. Eyster is expected here to preach next Sunday.

The Senior class played "Merchant of Venice," Thursday night. Saturday night graduation exercises will be held. Professor Rybolt will give the address and Central High of Akron will furnish the music.

The graduation class consists of Misses Pauline Converse, Isabelle Carey, Sadie Patton, May Hawkins, Ellen Brenner, Daisy Squires and Warren Swain, Elton Arnold, Russell Bunn, Clyde Eckert, Lewis Taylor and Orin Spigelmir.

Ora Chrisman entertained a few of her friends Saturday afternoon in honor of his eighth birthday.

Mrs. Trotman returned to her home in Coshocton Saturday.

Mrs. Trego's sister, of Pittsburg, is visiting here.

Hayes Prentiss' baby is sick.

Many People In This Town never really enjoyed a meal until we advised them to take a **Rexall Dyspepsia Tablet** before and after each meal. Sold by J. W. TUTTLE.

NOTICE—On May 3rd, Mr. Albert Bartholomew will take charge of the City Market and respectfully solicits the patronage of all who desire the best meats, first class service, and courteous treatment. 35-1p

WANTED—Housecleaning by the day. Phone 3126. 81c

FALSE ECONOMY
The attempt to keep thirty or more hens in a poultry house that is adaptable for only twenty results in fewer eggs from the thirty hens than if a smaller number occupied the space. Cases are numerous where a few hens lay well, while large flocks gave no returns. The hens must be comfortable or they will not thrive, and there is no surer method of ceasing egg production than to have too many hens together. There is no economy in crowding them, for what is gained in one direction, is lost in another.

DUST BATH FOR HENS
In summer the best dust baths are made by spading places in the yard, each about one yard square and ten inches deep. If stones are in the dirt it should be sifted. Make the place where the sun can shine on it, so as to keep the earth dry, and after every rain the dirt should be again turned over with a spade or fork. Care must be used in having the dirt fine and free from pebbles, or the hens will not use it. If they can have such a place in which to dust themselves, they will easily keep their bodies free from lice.

Corn Planters

P & O Corn Planters are the planters you need with which to plant to corn.

Come and look them over if you are in need of a new planter.

We also have a full line of harrows, drills and cultivators.

ALL GOODS GUARANTEED

Miller & Collin
Medina, Ohio

Furniture at Cost

Desiring to discontinue the furniture end of our business we will sell every piece of furniture on our floor at cost, factory price plus freight and drayage.

If you are in need of furniture this spring, now is the time to get what we have on our floor at a reasonable price.

WOOD BEDS
BRASS BEDS
IRON BEDS
CHIFFONIERS
DRESSERS
DRESSING TABLES
1 CHIFFONIER ROBE
LOUNGES
COMMODES
LIBRARY TABLES
ROCKING CHAIRS
BED ROOM CHAIRS
LADIE'S DESKS
COMBINATION CASES
PICTURES
CHILDS' CRIBS

MUSIC CABINETS
DINING TABLES
BUFFETS
DINING CHAIRS
DAVENPORTS
REED CHAIRS
PEDESTALS
STOOLS
CEDAR CHESTS
GO-CARTS
REED SLEEPERS, \$15.
KITCHEN TABLES
1 KITCHEN CABINET
COTS
SEWING TABLES
STEEL COUCHES
VACUUM SWEEPERS

SECTIONAL BOOK CASES

This sale will begin Monday morning May 3.

H. A. WAITE
Store Open Evenings

THE EXCHANGE NATIONAL BANK
LODI STATE
Capital and Surplus \$90,000.00

Save Your Money

and you'll get rich as sure as you live. Try it awhile and see if it doesn't get you nearer the goal than you are at present.

If a person can deny himself and save his money, he not only increases his own self respect, but the respect of his neighbors for him.

WE PAY FOUR PERCENT ON SAVINGS DEPOSITS

E. P. COLLINS, President
JNO. G. SWIFT, Cashier

Total Resources more than Half a Million Dollars.

WE WANT YOUR BUSINESS

Office Hours: 8 a. m. to 4 p. m. Saturday Evenings 7 to 8

Lawn Mowers
A Dandy Ball Bearing Mower for only \$5.50
Other Mowers from \$4.50 up

We sharpen mowers on an automatic grinder, which insures a perfect job on every knife in the mower.
Mowers called for and delivered free of charge. Send your oil can and we will fill it free.

PRICE OF GRINDING

Lawn mowers	50c	Clipper knives	40c
Scythes	15c	Axes	15c
Hatchets	10c	Flaw Points	10c

All grinding guaranteed

Roy B. Oatman