A ERIES OF TEN TALKS ON ADVERTISING No. 4 written by Seymour Eaton of Philadelphia

**ADVERTISING** 

The ABC and XYZ of

Don't let newspaper circulation fool you. The newspaper which has the least power to sell goods usually makes the loudest shout about circulation.

Don't skip around from one newspaper to another. Success in advertising comes from hammering away at the same crowd.

Pick out the newspaper which has the kind of readers you want for customers and then stick. When you get things going keep your head. A lineup of canvassers from competitive newspapers will call on you immediately and show you by a process of arithmetic, or it may be of geography, that they can give you twice the circulation at half the price; that whoever advised you didn't know what he was talking about; that if the paper your advertisement is in actually pays you their newspapers will certainly make you a millionaire.

They are all nice fellows and put up good lunches and you like to meet them. Each will tell you that your advertisement is the prettiest thing he ever saw and that your store is a perfect gem. But don't. You can't afford it; at least not unless you have sufficient advertising appropriation to keep copy in all the newspapers continuously.

An eight-inch advertisement in one newspaper will bring much bigger results than a two-inch advertisement in four newspapers.

If you advertise your store to a hundred and fifty thousand people you can safely bank on the fact that in due time everybody will hear about you. People have a way of passing along good news.

The fact that your advertisement appears continuously in a reputable newspaper stimulates public confidence. Your shop advances step by step in the estimation of tens of thousands of people who may be months getting around to make their first purchase.

You can talk to a hundred and fifty thousand

AT CORPULENT GENTLEMAN IN ROLE OF ADONIS.

Hotel Resident Mistaken in Thinking He Was the Only Early Riser in That "Neck

of the Woods." "I never see myself in this light and airy costume." said the corpulent gentleman who balanced himself on the edge of the swimming pool, "that I do not think of an experience I had last summer in a summer resort hotel up in the mountains. "I arrived at the hotel late one af-

Cure DEAFNESS by an entirely new process. ternoon and in chatting with the man-Treats all curable cases of catarah, throat and ager that night I asked him if there lung diseases, eye and ear, stomach, liver and kidneys, gravel, rhoumatism, paralysis, neuralwere any tennis and swimming to be gia, nervous and heart disease, epilepsy, had around the hotel, since outdoor Bright's disease and disease of the bladder, exercise was the principal thing I had blood and skin diseases. come for. Liquor and tobacco habit, big neck, stammer

"'Sure thing,' he said. 'There are ering cured. three tennis courts out there in the Piles, fistula and rupture cared without detengrove, and below, about 100 yards, tion from business, Eyes, nose and throat. there is a big lake, with a landing Glasses fitted, granulated lids, cataracts, cross platform, a springboard and all. Pitch eyes straightened without pain, right in and enjoy yourself.' If you are improving under your family physi-"That sounded good to me, so ] cian do not take up our valuable time. The arose early next morning, before I

rich and the poor are treated alike, Idlers and thought any of the rest of the crowd curiosity seekers will please stay away. Our would be awake, donned a bathing time is valuable. suit I had brought with me, and decided I'd run down to the lake for an early swim before breakfast. As there was no likelihood of meeting any of the guests, so I thought, I did not put on a robe or a dressing gown, but just hopped out in the light running costume as I was. I asked a bellboy

to show me how to get out of the hotel by a rear way, so I would not attract too much attention from anybody who might be up. He gave me directions, but somehow I missed connections, and the first thing I knew I was standing out on the main porch of the hotel, which I discovered was crowded with ladies and summer girls in white dresses and men in flannel clothes. did not know till afterward that it had become quite a fad for all the guests in the hotel to arise quite early and go down on the porch for a sunbath. "'Well, I wish you could have heard

the simultaneous gasp that went up from that crowd as their eyes fell upon me. There was I standing out in the middle of a fashionably dressed crowd with bare arms and legs-and I'm slightly too fleshy to be an Adonis, you know. Talk about that 'gone' feeling. I felt like a spring chicken that had picked its shell too soon. I heard one woman give a convulsive shrick, and then the whole crowd of

women hid their faces in horror and

MR. PHLIGMINTHROE ON HIS GOLUMBUS, NEBRASKA, COLD PLATE HOBBY.

> Ordinarily Staid Individual Points Out How Peaceful Man May Be Roused to Fury by Neglect in

> > the Home.

"I suppose," said Mr. Phligminthroe, "that when everything has been counted up and reduced to final aanlysis it will be discovered that the one single. most prolific cause of crime is cold plates

"I wouldn't be understood as saying that cold plates are a direct incitement to murder, though it is not impossible that they might be so; but as an insidious, undermining cause, as an influence leading perhaps indirect. ly, but still with no less certainty, to the committing of crime I have no doubt you would find cold plates leading all the rest.

"How often do we hear it said of the fate of nations that it is trembling in the balance, ready to be moved this way or that by the slightest touch? And if this can be true of nations. how much more may it be true of individuals, who may be swayed, their fortunes for the time settled, or their whole conduct of life determined by the slightest circumstance? "Coming back now to cold plates.

You take a man who has worked hard and been harried all day and who comes home at night tired and worried, and whom a square meal would brace up mightily and cause to take a new view of life and to set his face in the right direction, and you give this man a good dinner with hot plates, and don't you see that you head him up right and confirm in him his good impulses? You nail him, so to speak, you start him off right, and you keep him going right; and there's a man saved.

"And now you take that same man. and give him his dinner on cold plates; and that may be the last straw that breaks the camel's back, and he may get peevish over it, and not enjoy his after-dinner smoke, and get so wrought up that he doesn't sleep well that night, and wakes up ticle was 'From your friend the the next morning and goes to business already tired out and not fit to do anything, so that he loses his temper and is cross and irritable, and misses every play he makes and goes on from bad to worse and winds up maybe by killing somebody before the day is over. All this is absolutely attributable to cold plates.

Leger, besides the Newmarket stakes "So of major crimes, such as murder and that sort of thing: but when total sum won by Donovan during his tempting. Either the large white or racing career amounted to £70,000. red cherries can be used and it is and the whole of this large fortune most effective to mix the two colors. the duke gave to his wife for the pur-The fruit should be stoned without pose of building almshouses for widbreaking and in the place of each ows of the duke's tenants and a cotstone is placed a nut meat (hickory tage hospital for the neighborhood. nut, hazlenut or anything you have on Baron Hirsch was another great hand). The cherries are then spread turfite, most of whose winnings went on the white leaves of lettuce and to charity. During his lifetime he served with a sharp French dressing. spent more than £50,000 of turf winomitting the pepper. nings on charity. All the winnings of La Fleche, amounting in all to £34.-FOR JELLIED CHICKEN PIES. 585, were devoted to various charities. Dogs have done much for charity. The record in this direction is held by a Hot Day. Tim, the famous Airdale terrier which belonged to Mr. Bush, the Great Western inspector at Paddington. for fricassee. Cover with cold water. For more than ten years before his death Tim trotted from train to train. inviting donations to the railway servants' widows' and orphans' fund. The total of his collections exceeded £800. The dog always knew when royalties were about to travel. He would sit down on the edge of the carpet laid on the platform and refuse to move until he had had something closely covered. added to his hoard. On five separate occasions Queen Victoria placed a in cold water for an hour, and while "Do you want to spoil the tools' tem sovereign in his box, and many times the gravy is still hot strain it over the the king has done the same. Mr. W.

had to fatten at home, and when fit

the proceeds going to the mission.

Striking an Average.

tion of a small nose to a crack.

Tommy and slapping him?"

turn."



FOR THOSE FOND OF CHERRIES

Four Recipes with This Fruit as a Foundation.

Candied Cherries-Wash, stem and pit one pound of large, firm cherries, putting a pound of sugar to a pound of the fruit. Boil the juice and the sugar to a very thick sirup. Put the cherries in this sirup and let them simmer—not boll—for ten minutes. Then set them away in the sirup until the next day. The next morning take the cherries out of the sirup and put in a deep dish. Let the sirup boil up once and pour over the cherries. This should be done for three mornings. On the fourth morning boil the sirup almost to the thickness of candy, dip the cherries in and let them get thoroughly coated, then place them separately on flat dishes and dry.

German Cherry Pie-Make a cherry ple as usual, but omit the upper crust. When almost done beat one egg until very light and add to it one scant half cupful of rice cream. Pour this mixture over the top of the pie. Put pie back in oven and bake until the custard is set. This makes a very attractive as well as an appetizing dish.

Cherry Tapioca-Soak one small cup of taploca in water over night. In the morning add a pinch of salt and cook until clear, then add butter the size of an egg and one cup of sour cherries, which have been washed and stoned. Add to this sugar enough to sweeten. Flavor with vanila, turn into earthen or agate dish and bake until it bubbles up. Serve ice cold with rice cream.

Cherry Salad-This is a very dainty dish and really requires little time.

Remember NOT A PENNY will be charged for the medicine required to make a cure of all those taking treatment this trip Office hour 9 s. m. Positively married ladies must be accompanied by their husbands. Remember the date, Thursday, September 10th, at Thurston Hotel, Columbus, Neb. Automatic Money Assorter. A machine has just been invented in

AND THEY LAUGHED COMING LEADING TO CRIME

The eminent physician on chronic discusses will visit our city

Thursday, Sept. 10, 1908.

And will be at the Thurston hotel

until 5 p. m., one day ONLY.

Dr. Potterf president of the staff of the Boston

Electro Medical Institute, is making a tour of

He will give consultation, examination, and

all the medicines, necessary to complete a cure

FREE. All parties taking advantage of this offer are requested to state to their friends the

result of the treatment.

Prague for assorting coins. The inventor claims that it will assort metal coins which have been thrown together, regardless of their denominations, placing each denomination in a separate basket. The various coins are thrown indiscriminately into a funnel at the top of the machine, and from the funnel they slide downward, alight ing on a spiral track. This track has a protecting edge or raised border containing slits corresponding to the various sizes of the coins. As the coins of various denominations glide downward on to the track through some pe culiar mechanism of the machine they pass through the slits corresponding to their various sizes, entering their respective baskets at the bottom of the machine. It is said that several firms handling large amounts of coin daily have tried the machine with satisfactory results. The same principle is not unknown

in Florida and California, where it is

GIVEN TO CHARITY WORTHY DISPOSAL OF MONEY WON BY RACERS.

Hospitals Built and the Poor Helped

as the Result of Turf Victories

of Horses Owned by Prom-

inent Men.

The king of Sweden recently told a

story of King Edward's charitable pro-

pensities. Just before the race for the

Derby which the king's horse Diamond

Jubilee carried off, his royal highness

-as he then was-was watching the

horses proceeding to the starting post.

Suddenly turning to the king of

Sweden, who was with him, he said:

"I am most specially anxious to win

"Because," was the answer, "I al

ways give the princess whatever

amount my success happens to bring

me. With the stake money of the last

Derby I won the princess provided

1.700 poor boys with a complete out-

fit-clothes, underlinen, boots, and all

necessaries-and stamped on each ar-

The duchess of Portland some time

ago presented to her husband a very

handsome blotting book of Russia

leather heavily mounted in silver. On

the mountings are engraved the

names of all the races won by that ex-

traordinary racer Donovan. In 1889

Donovan won the Derby and the St.

"Why so?" inquired the king.

to-day."

prince."

people any day of the week through a metropolitan newspaper and make your talk as personal as you wish. You need not employ an interpreter or use a megaphone. Simply talk. That's all. Be sincere about it. Let your words ring true. The people will listen. They like it.

Spend thousands a year on rent and electric light and experienced salesmen and then squeeze out a niggardly hundred or two on advertising-on telling the people that you have the store and the goods and the salesmen, all hanging around waiting. A retail shop that spends \$5,000 a year on rent ought at the very lowest estimate spend \$10,000 a year on advertising.

Your advertising is not a thing apart from your enterprise. It is your enterprise; a contagion which you yourself create and which, if thoroughly spread, is as enduring as the everlasting hills.



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tion.

hot."

understan' him."

Travelers' Tales.

A distinguished traveler and war

correspondent on a lecture tour in

Scotland spoke one night at a little

village four miles from a railway sta-

The chairman of the occasion, after

introducing the lecturer as "the mon

wha's come here tae broaden oor in-

tellects." said that he felt that a wee

bit prayer would not be out of place.

"And, O Lord," he went on, "pit it

intae the heart o' this mon tae speak

the truth, the hale truth, and naething

but the truth, and gie us grace tae

Then, with a glance at the lecturer.

the chairman said: "I've been a trav

It Often Happens.

"They were at first; but when they

remembered they had paid good mon-

Grand Collection.

prohibition law sho' did go into ef

"Yes, sah," said the old colonel, "the

ey to see the show they got very

audience

eler meself!"-Youth's Companion.

"I hear she found the

ather cold last night."

fect down in Georgia, sah."

### Real Estate Transfers.

Becher, Hockenberger & Chambers, real estate agents, report the following real estate transfers filed for record in the office of the county clerk during the two weeks ending Ang. 31, 1908: E M Sparhawk to Mary F Way, lots 1 and 4, bik 13, Oi ta add ..... \$ 127 5 Anton Treinies to D P Mahony, e 3% lot 6, big 11, Platte Center, .....

F A Hagel to Clara Hagel, lot 4, blk 145, Columbus..... Clara A Hagel to H Hockenberger, lot 3, bik 145, Columbus. Eva M Anderson to Chas J Carlson, lots 14 and 15, blk 5, Hope add, Lindsay... Ed Henderson to E J McMullen, lot 2, blk 15, Oida add, Columbus..... H Hockenberger to B H Schroeder, lot 8, blk 1, Hockenberger's add, Col..... 2500 ( John Heinen et al to Rosie Bethscheider, lot 3, blk 10, Lockner's 1st add, Hum.

Joe Disney to Robt J Tate, lot 2 and s2 BW 4-16-2..... 4000 ( Ole T Roen to H S Gerrard, part lots 1 and 2, blk 1, Stevens add .... 1800 ( Geo W Randell to J W Putnam, lot 6, blk 1, Evans add ..... 125 0

# Advertised Letters.

Following is a list of unclaimed mail matter remaining in the post office at Columbus, Nebraska, for the period ending September 2, 1908:

"That so, colonel?" responded the Letters-A D Arline, A L Ash, J W Chicago friend. "Well, I suppose you Canan, John Gillespie, C 8 Kelley, R L had a great number of wire cork-Levy, Constance Leiter, Mrs James screws left over." "I did that, sah. I had them by the Moriarty, J Newland, Eugene C Perkins, John Smith, L A Sturdevant. bushel."

Cards-Miss Adelyn Baldwin, B E

mirth. The men stared at me as if they couldn't believe their own eyes. Well, I was in for it, so I lightly tripped down the steps and loped

down to the lake, into which I plunged with zest. I could hear the smothered shrieks behind me for 15 or 20 minutes. "But do you know the next morning

when I turned ont for my swim, this time with a big dressing gown concealing my girlish form. I found a dozen or more people in the water ahead of me. You see, I had simply started a new fad. The manager afterward came around and thanked me warmly, saying that he had gone to much expense to fit up the shore of the lake for bathing, but up to this time not a single person had dared to lead the way. I had broken the ice and immediately everybody wanted to go bathing in the lake. Strange what a crowd of sheep human beings are isn't it? But let me tell you. I feel myself blushing all over when I think of myself standing undraped and unadorned out on that hotel porch that

morning."

And the Gamekeeper Left. Frederick Kernochan, New York's millionaire magistrate, laughed at a dinner about the friends who are continually brought before him for breaking the speed laws in their motor cars. "Most of them," he said, "pay the fine and depart silently. Now and then, however, a defense is put in-the strangest, the most startling defenselike that of the Scottish poacher. A Pittsburg man has a shooting lodge in Scotland, and his head keeper caught a poacher one day, stalking along with his finger on the trigger of his gun. 'Heot, mon, what are ye doin' theer?' the keeper growled. The poacher whispered hurriedly: 'Hush! Isn't your master from Pennsylvania? This is a duel in the American style-with shotguns, you know. The first to spy the other fires. What was that rust ling? Look out! I think my opponent sees me.' With a muttered apology the gamekeeper hurried out of range." No Escape from Them.

A party of society people, assembled to see a balloon ascension, which, by the way, did not come off-fell to discussing the subject of aerial navigation. One gentleman in the party remarked that he would prefer an airship to a balloon, as in case of accident the propellers of the ship might manage to keep it up, while collapse in a balloon would have nothing to depend on. "I would hate," he added. "to have nothing near me but a gas bag."

"I don't know," remarked one of the ladies of the party, quietly. "To have nothing near us but a gas bag is a very common experience in society."

Nature Not Considered. "In Egypt the priesthood was held

responsible for the rise of the Nile." "And did you throw them away, "Yes," answered Senator Sorghum adopted for sizing oranges .- Harper's Weekly.

# Magnesia Preserves Teeth.

One who has tried the experiment says that if the teeth are thoroughly brushed at night the last thing before retiring and a piece of magnesia the size of a filbert taken into the mouth and chewed so as to bring it in contact with all of the teeth at all points it will prove of great advantage.

The magnesia not only corrects the acidity of the mouth, but forms by some chemical action not fully understood a coating over the enamel, which remains over night and protects the teeth from any injury from the stomach acids. It also assists in preventing the recession of the gums, which is such an unpleasant trouble.

Brushing the teeth with a six part solution of dioxide of hydrogen is extremely advantageous. A few drops of myrrh used daily to brush the teeth is an old and favorite corrective of bad breath and decay.-Health.

## A Freak Rose Bush.

W. R. Wilson, the president of the Huntingdon (Pa.) borough council. has an oddity at his home on Mifflin street in the form of a perfectly white rose blooming on a rose bush which has borne only red roses and on which all the other flowers now blooming are red.

The rose is a climbing rambler, and about eight feet from the ground up the side of the house the one perfectly white rose has grown, standing out prominently among the red ones sur rounding it.



California

Low One-Way Rates to San Francisco, Los Angeles, San Diego and many other points in this state in effect



Sept. 1, to Oct. 31, 1908

**Tickets good in Tourist** Sleeping Cars.

it comes to little things, such as plain sulkiness and kicking over chairs at home and being cross to the children and making your wife unhappy and causing gloom to settle on the household generally, why, these cold plates have crimes to answer for innumerable.

"Tall oaks from little acorns grow, mill-dams break and spread their devastating waters from leaks that at first you couldn't put your little finger through, and I have no doubt that many disturbing, distressing, harrowing things have been primarily due to so small a thing as cold plates, which indeed, as I have said, I believe to be the one most prolific cause of crime.

"And, taking this view, what a responsibility rests upon those whose duty it is to see that the plates are hot! For the good of humanity, if not for our own comfort, well being and happiness, give, us hot plates!"

Sun Can't Hurt Toole' Temper. The carpenter hurriedly pushed the chisel out of the white, vibrating sunshine into the cool blue shade.

per in that heat?" he growled. But the older carpenter, smiling scorafully, retorted:

"I thought you were above the silly superstition that the summer sun could hurt the temper of our tools Why, man, you triple the sun's heat. and still our tools could lie in the full blase unharmed.

"To temper a chisel the steel is heated to 490 degrees. To temper axes and planes a heat of 510 degrees is applied. Fine saws and augers take 560 degrees, and hand and pit saws take 600 degrees.

"Of course the tempered steel can't be affected till the heat of its tempering is applied to it. Throw back, then, old man, your chisel into the sun. Proof against 489 degrees, what can 110 or so out there on the sand de to it?"

### **His Brazen Cheek.**

"Do you know, sir," observed Poetious, "that on some days I feel much brighter and abler than on others: those I call my golden days."

"My golden days," returned Proser "are pay days. After these come silver days, when I get down to halves and quarters. These are followed by my nickel and copper days. Let me see, new, this is Friday, isn't it? Ah yes; then this is one of my brass days -lend me a fiver, will you?"-Boston Transcript.

Washing Embroidered Linens. Embroidered linens should never be put in with the regular wash, and should never be entrusted to a laundress. They should be washed in a china or earthen bowl to avoid the possibility of any rust. They should be washed in warm water and the solled portions rubbed with pure white soap. then rubbed between the hands a lit-

Soak two tablespoonfuls of gelatin soaked gelatin. Then pour upon the W. Astor gave Tim his record preschicken. Have ready a good puff paste ent-a check for £200-on the occanearly an inch thick. Arrange the sion of the coming of age of his son. chicken neatly in a deep dish, pour Other animals, too, have indirectly in the gravy, which should cover the contributed to the cause of charity. meat entirely, put on the crust, print-At Amersham, in Buckinghamshire, ing it all around the edge to prevent the superintendent of the Baptist Sunshrinking and "crawling," and bake in day school adopted a novel expedient a moderate oven for an hour with a for raising money for the Congo mispaper over the crust. Remove the pasion. He distributed among his scholper and brown. ars a number of rabbits. These they

Should be eaten cold with sauce.

### Puff Paste.

for market the creatures were sold, Into one quart of sifted flour mix wo teaspoons of baking powder and At Frieth, near Marlow, a pig raised a teaspoon of salt, then sift again. no less than £7 for charitable purposes. It was raffled for and then Measure out one teacup of butter and one of lard, hard and cold. Take the given back by the winner and sold lard and rub into the flour until a very again. In Lancashire town a local fine, smooth paste, then put in just butcher presented a handsome young pig to a bazar on condition that a enough ice water, say half a cup, containing a beaten egg. the white of the church member, got up in frock coat egg to mix a very stiff dough. Roll it and silk hat, should drive it through the village. The procession caused out into a thin sheet, spread with great amusement and a collection realone-fourth of the butter, sprinkle over with a little flour, then roll up closely ized more than £3.-London Tit-Bits. in a long roll like a scroll. Double the ends toward the center, flatten and reroll, then spread again with another The children were not allowed in quarter of the butter. Repeat this the kitchen, but nobody had ever foroperation until the butter is used up. bidden their sniffing outside the door put it on an earthen dish, cover it with to catch the delicious odors which a cloth and set it in a cold place, in could be obtained by a close applicathe ice box in summer. Let it remain until cold, an hour or more be-"Why, Ethel," said Mrs. Harwood, fore making out the crust. You may who discovered them in the entry just roll this pastry in any direction, but outside the kitchen door one Saturyou must have nice flour, ice water. day morning, "why are you twitching and very little of it.

### Removing Stains.

"'Cause he isn't playing fair, mother," said Ethel. "He's had five smells Glycerine rubbed into coffee or tea stains will remove them from woolen and I've only had four, and it's my and other materials, and itself be then "I am, too, playing fair," asserted washed out with soap and water. To Tommy, his utterance smothered as remove blood spots, drop cold water he again applied his nose to the crack. quickly on the stains, and then cover

Just the Dish That Will Find Favor on Joint a pair of tender chickens as putting the cleaned giblets with them. Set at the side of the range and bring slowly to a gentle boil. Keep this up for half an hour. Take out the meat and set aside to cool. Add to the gravy a teaspoonful of onion juice, a stalk of celery, chopped, a tablespoonful of minced parsley, pepper and salt to taste. Boil for half an hour longer.

Boyle, Mrs James Cunningham, Philitus H Harrison, C J Hall, F West, Miss Emma Ssiylk. Parties calling for any of the above	"On, no; I stretched them out and made a wire fence and a lightning rod, sah."	"We have changed all that. Now, the leaders of the people merely take credit for prosperity on general prin- ciples."Washington Star.		tie, as heavy rubbing ruffs up the silk. Rinse in clean water and dry by put- ting in a Turkish towel and wringing and twisting until the moisture is al- most all absorbed. Now lay the piece	smeil half as much as she can!"	When dry, brush off, when the stain should have vanished, though it some- times happens that a second applica- tion is necessary. Spots that have
will please say advertised. OABL KRAMER, P. M.	A Reason Now.	Frozen Tea. Put half an ounce fine orange-	the	face down on a clean linen cloth, over	Stem, wash and pit the cherries and heat slightly to extract the juice. To	dried into the fabric need soaking in cold water.
	"Oh, Arizona will be admitted all right," said the gentleman from that	flavored tea into an earthenware pot and pour on it a pint of boiling milk.		a thick pad, spread a thin white cloth over the embroidered article and iron	each pound of fruit add three-quarters pound of sugar. Bring slowly to a	
Baptist Church	territory. "Been turned down pretty regularly,	Let stand until nearly cold, strain it	Ilnion Pacific	quickly and lightly with a fairly hot iron. Be careful not to press too heav-	boll and simmer for 20 minutes. Skim, put into jam pots, and at the end of	Take any plain cake mixture and
Sunday school 10 s. m., preaching 11 a. m., B. Y. P. U. 7:30 p. m., preaching 8	haen't it ?"	to free from any leaves. Put liquor in large stewpan with enough lump	UIIIVII I QUIIIV.	ily on the embroidered portion, as this	24 hours cover and put away.	bake in small individual tins; when cool brush with white of egg. roll in
p. m., prayer meeting Thursday 8 p. m. Subject Sunday morning, "A Name	need the name for a battleship now."	sugar to make it sweet. When it is hot add to it one-fourth of a pint of		is apt to make steam form and will take the life and luster from the silk.	Coffee Frappe.	grated cocoanut, place meringue on top with a candied cherry in center.
to Live, but Dead" Subject Sunday	Summer Frivolity.	rich cream and yolks of five eggs. Stir	possibility of accidents.	Resilient Support.	Boil one quart of water with half a rup of sugar, add four ounces of	
evening, "The Test of Love." REV. R. W. BEINHART, Pastor.	cational convention at Ocean City em-	over a slow fire until it is a thick cus- tard. Stir until cool, to prevent skin		"I might have known that Bubkins	ground coffee, and set at the side of	One cup sugar, a pinch of salt a
	brace?"	forming. Freese in the usual way. If anyone has a lemon verbena try	Inquire of	alastic surrenov "	the stove for ten minutes. Strain, and when cold add the white of one egg	spoon flour. Take half of each of the
First-class printing done at the Jour- sal office.	"I don't know, but if I am consulted, I sav all the pretty teachers."	putting a sprig in a cup of tea. It is a change from orange or lemon.		"Why so?"	Freeze and serve in individual glasses, topped with whipped cream.	ingredients and spread on under crust and the other half on rhubarb.