THE RESULT OF ADVERTISING

An Increased Use of Printers' Ink in the Local Paper Brought Prosperity to the Entire Community.

"You'll have to stay over Sunday, Mary, so I can have a chance for a visit with you. Can't possibly get the

you seemed to have lots of time to dogs, or rather to the mail-order present for my wife." houses. What made the change?"

"Well, to tell the truth, Mary, I just wakened up one day and thought I would give them fellows in the city a little of their own medicine. I got Read Them and Patronize the Merosto the fact that they were killing me by feeding the people around here on printer's ink in the way of advertising, and while I knew most of what they said was lies the people didn't know it, and I started in to show them what I could do. Not at lying, you know but at selling good goods as cheap as the city fellows

"A 12-page paper this week, I see.

Anything special doing?"

size of the Record in the future. The increase in business warrants it. The campaign of advertising being conducted by the merchants forced me to increase the size or encroach upon my reading matter columns, and so I increased. Then, too, my subscription list is growing. People who never took the paper before say they want it now

if for nothing more than to keep posted on the prices the merchants are quoting. Business in the Record office is booming all around. I have had to time through the week. Business too advertise for two more job printers, and have just ordered a new printing "Things must be getting better press. By the way, is that horse you with you, John. Last time I was here offered me some time ago still on the market? If so you can bring him spare. Said business had gone to the around. I want him for a birthday

WRIGHT A. PATTERSON.

TEN GOOD REASONS.

chants of This Town.

Here are ten good reasons for trading with your home business people, as given by an exchange.

Because: You examine your purchase and are assured of satisfaction before investing your money.

Because: Your home merchant is always ready and willing to make right any error or any defective arti-Because: When you are sick or for

Because: If a merchant is willing

Because: Your home merchant pays

will also increase the school teacher's TABLE DELICACIES

OLD AND NEW RECIPES WORTH

Pennsylvania German apple pie, or thus made: Prepare a pie dish with a lining of pastry. Take some apples of them and cut them in halves, and recore side uppermost in the pie dish. thickly with the best light brown choice fragrant cinnamon. Add about three tablespoonfuls of water. Bake

of Pennsylvania had chanced to come and go out to service. The fragrance of the pie, as it baked, led her to quesof the sugar and butter and a little waing a dry surface and made the pie much richer. It is far better than German apple cake, which is more improved when it, too, has a liberal allowance of butter for enriching the

A Canadian Recipe.-A nice Canadian recipe for cream ple, with or without cocoanut, can be made by following this rule: They are best when eaten fresh: Make some nice tender pastry and bake a lower crust. Prick it so that it will not puff up, or else bake it on the reverse side of a baking pan inverted in the oven. To make the cream, put two cupfuls of milk in a saucepan to heat. Break four eggs, reserving the whites for a meringue. and put the yolks in a bowl. Beat them, and add a cupful and a half of sugar, a dessertspoonful of cornstarch and a pinch of salt. Beat this light, and, if it seems too stiff, add a little milk to it before turning into the hot milk. Cook all together until thickened, and stir in a half cupful of shredded cocoanut. When slightly cooled pour into the pies. Take the whites of the eggs and beat them until dry and stiff. Add 12 teaspoonfuls of granulated sugar. Spread this for a meringue upon the pies. Scatter some more of the shredded cocoanut upon the top and put in the oven to bake a light color.

Chocolate Cream Filling .- A chocolate cream pie filling can be made from two cupfuls of milk, four tablespoonfuls of chocolate-the large bitter cooking chocolate-four yolks of eggs, and two tablespoonfuls of flour for thickening. Two small cups of sugar will be needed to sweeten it, and vanilla for flavoring. Use the whites of the four eggs, with 12 teaspoonfuls of sugar, for a meringue. have it ready to fill when the cream

a lareg amount of it.

and selling, buying and selling. does not lighten your taxes or in any way for whitewashing the ceiling and

next step in the cleaning operations.

be washed in water not too hot, in which a little soap powder has been

dissolved.

Chowder for Luncheon. Days there are when one does not snow what to have for luncheon. Potatoes are always in stock in every well-ordered household. A chowder entirely innocent of fish, yet which closely resembles good fish chowder, is made as follows: Pare and slice six large potatoes, slice one onion and cut two ounces of pork into small deces. Fry the pork, add the potaoes and onion, and cover with boiling water. Cook until the potatoes are tender, then add one quart of boiling hot water, a rounding tablespoon of butter, salt to the taste and then one beaten egg. Serve very hot.

Hamburg Steak a la Tartare. sauce and serve at once.

A WONDERFUL GAIN.

J. W. Browning, 1011 22d St., Ogden, Utah, a pioneer who crossed the diabetes. My kid- of his fame. neys were all out

looked sallow, felt and had lost 40 pounds. My back

Doan's Kidney Pills relieved me of such a man than have gained my own these troubles and have kept me well greatest triumphs in cricket."for a year past. Though 75 years old, I am in good health." Sold by all dealers. 50 cents a box. Foster-Milburn Co., Buffalo, N. Y.

Bill Nye's Long Wait. Bill Nye when a young man once made an engagement with a lady friend of his to take her driving on a Sunday afternoon. The appointed the horses were taken out save one old, shaky, exceedingly bony horse.

to his friend's residence. The lady let | remedies and rubbing on salve, but ithim wait nearly an hour before she did not seem to get any better. It was ready, and then on viewing the stayed that way for about six months: disregutable outfit flatly refused to ac- then I got a set of the Cuticura Remcompany Mr. Nye.

young steed."-Harper's Weekly.

Royal Scion Does Good Work. The duke of Abruzzi, now a visitor in this country, pronounces it as though it were spelled "Ah-broot-zee," with the accent on the second syllable. Although only 34 years old, he has done a deal of hard work and has had many hazardous experiences. He is the son of a Spanish king who abdicated under pressure. The son early in life took service in the Italian navy. Then he went in for exploration and mountaineering and in such pursuits has traveled all over the world. The duke has written acceptably of his wanderings and has won honors for several scientific societies.

Catarrh Cannot Be Cured with LOCAL APPLICATIONS, as they camot reach
the seat of the disease. Catarrh is a blood or constitutional disease, and in order to cure it you must take
internal remedies. Hall's Catarrh Cure is taken internally, and acts directly on the blood and mucous
surfaces. Hall's Catarrh Cure is not a quack medicine. It was prescribed by one of the best physicians
in this country for years and is a regular prescription.
It is composed of the best tonics known, combined
with the best blood purifiers, acting directly on the
mucous surfaces. The perfect combination of the
two ingredients is what produces such wonderful results in curing catarrh. Send for testimonials, free.

F. J. CHENEY & CO., Props., Toledo, O.
Sold by Druggists, price 75c.

Sold by Druggists, price 75c.

Take Hall's Family Pills for constipation.

Fine-Looking Royal Couple. The king and queen of Denmark are indeed a regal-looking couple. King Frederick is a giant in stature while his consort is the tallest royal woman in Europe. She is also the immense fortune of her mother, who was one of the richest heiresses of the nineteenth century. Her majesty is deeply religious.

Identified. "Your man," said the promotor of a

feast, "is a 'has been.' " "And yours," retorted the whipperin for the rival show, "is a 'never

was the identity of the stellar attractions made clear enough.

That an article may be good as well as cheap, and give entire satisfaction, is proven by the extraordinary sale of Defiance Starch, each package containing one-third more Starch than can be had of any other brand for the same money.

Monopolizing Them.

Miss Passay-Many young girls nowadays are positively awful. The idea of one being engaged to two young men at the same time. It's simply shameful!

Miss Pert (maliciously)-And it's aggravating, too, isn't it?

By following the directions, which are plainly printed on each package of Defiance Starch, Men's Collars and Cuffs can be made just as stiff as desired, with either gloss or domestic finish. Try it, 16 oz. for 10c, sold by all good grocers.

There is something sublime in calm endurance, something sublime in the resolute, fixed purpose of suffering without complaining, which makes success.-Longfellow.

Don't Sneeze Your Head Off. Krause's Cold Capsules will cure you almost instantly. At all Druggists, 25c.

Australia, although in area 26 times as large as the whole of the British Indies, has a population smaller than that of London.

Lewis' Single Binder cigar—richest, most satisfying smoke on the market. Your dealer or Lewis' Factory, Peoria, III.

No matter how hungry a man may be a single taste of defeat satisfies

Mrs. Winslow's Soothing Syrup.

fidren teething, softens the guns, reduces in
ation, allays pain, cures wind colic. 200, bottle

Build your hopes high—then stand

ALMOST FELT ENVY PANGS.

A Utah Pioneer Tells a Remarkable Great Cricketer's Simple Tribute to His Own Worth.

> In 1885 there was a great celebration in London in honor of Dr. Samplains in 1848, says: | uel Johnson, and among those in at-"Five years ago the | tendance was the Australian "crack" doctors said I had cricketer, Bonner, then at the height

As one of the guests, says the comof order, I had to piler of the recently published "Letrise often at night, ters" of the late Dr. George Birkbeck Hill, Bonner's health was proposed. dull and listless His response was noteworthy.

"After seeing the way in which Dr. Johnson's memory is revered," he said, ached and I had with great simplicity, "I am not sure spells of rheumatism and dizziness. that I would not rather have been Youth's Companion.

SORES AS BIG AS PENNIES.

Whole Head and Neck Covered-Hair All Came Out-Cured in Three Weeks by Cuticura.

head and neck were covered with scaly were just as thick as they could be. My hair all came out. I let the trou-Mr. Nye hired the nag and drove ble run along, taking the doctor's blood edies, and in about a week I noticed "Why," she exclaimed, sneeringly, a big difference, and in three weeks "that horse may die of age any mo- it was well entirely and I have not had the trouble any more, and as this was "Madame," Mr. Nye replied, "when seven years ago, I consider myself I arrived that horse was a prancing cured. Mrs. Henry Porter, Albion, Neb., Aug. 25, 1906."

> "Mother," said a college student who had brought his chum home for the holidays "permit me to present

> His mother, who was a little hard of hearing, placed her hand to her ear. "I'm sorry, George, but I didn't quite catch your friend's name. You'll have to speak a little louder, I'm afraid."

"I'm sorry, George, but Mr. -What was the name again?" "Mr. Specknoodle!" George fairly

The old lady shook her head sadly. it's no use. It sounds just like Speck- vented by us, gives to the Starch a noodle to me."-Everybody's Maga-

zine.

like to show their cleverness. "Watch me take a rise out of him," he said, as the tramp approached.

Then he listened solemnly to the tale of hard luck. "That's the same old story you told me the last time you accosted me," he

"Is it?" was the answering question. "When did I tell it to you?" "Last week."

"Mebbe I did, mebbe I did," admitrichest, having inherited a great deal | ted the tramp. "I'd forgotten meetof property from her father, the late | ing you. I was in jail all last week."

Laundry work at home would be much more satisfactory if the right Starch were used. In order to get the desired stiffness, it is usually necessary to use so much starch that the beauty and fineness of the fabric is hidden behind a paste of varying thickness, which not only destroys the appearance, but also affects the wearing quality of the goods. This trouble can be entirely overcome by using Thus, by a chance bit of repartee, Defiance Starch, as it can be applied much more thinly because of its greater strength than other makes.

> Famous Moslem Bell. On the watch tower of the Vela, at the Alhambra, Spain, there is a silvertoned bell which the Moslems used to ring as a signal to let on the water in the gardens and the fountain in the who strikes it to-day is sure of a hus-

Important to Mothers. ine carefully every bottle of CASTORIA, a safe and sure remedy for infants and chil and see that it

In Use For Over 30 Years,
The Kind You Have Always Bought.

Too Swift for Londoners According to the British postmaster general the post office experiments in

typewriting telegrams have "not been altogether satisfactory." The London Globe conjectures that the telegraph disappointment oftentimes better than department wants "something slower." Shake Into Your Shoes

Allen's Foot-Ease. It cures painful, swollen, smarting, sweating feet. Makes new shoes easy. Sold by all Druggists and Shoe Stores. Don't accept any substitute. Sample FREE. Address A. S. Olmsted, Le Roy, N. Y.

Gazette. It remarked recently: "Never has there been in the world's history such a flabby, herring-gutted parody of an administration as that which is feebly trying to control the destiny of the British empire to-day."

The first requisite of a good other is good health, and the exerience of maternity should not be pproached without careful physical reparation, as a woman who is in good physical condition transmits to her children the blessings of a good

Preparation for healthy maternity is accomplished by Lydia E. Pinkham's Vegetable Compound. which is made from native roots and herbs, more successfully than by any other medicine because it gives tone and strength to the entire feminine organism, curing displacements, ul-ceration and inflammation, and the

MRS, JAMES CHESTER

Positively cured by these Little Pills.

digestion and Too Hearty

Eating. A perfect rem-

edy for Dizziness, Nausea

Drowsiness, Bad Taste

in the Mouth, Costed

Tongue, Pain in the Side,

TORPID LIVER. They

Genuine Must Bear

Fac-Simile Signature

REFUSE SUBSTITUTES.

THE CANADIAN WEST

CARTER'S these Little Pills.
They also relieve Dis-

regulate the Bowels. Purely Vegetable.

NEW WHEAT LANDS IN

SMALL PILL. SMALL DOSE, SMALL PRICE

result is less suffering and more children healthy at birth. For more than thirty years Lydia E. Pinkham's Vegetable Compound

has been the standby of American mothers in preparing for childbirth.

Notewhat Mrs. James Chester. of 427 W. 35th St., New York says in this letter:—Dear Mrs. Pinkham:—"I wish every expectant mother knew about Lydia E. Pinkham's Vegetable Compound. A neighbor who had learned of its great value at this trying period of a woman's life urged me to try it and I did so, and I connect

it and I did so, and I cannot say enough in regard to the good it did me.

I recovered quickly and am in the best of health now."

Lydia E. Pinkham's Vegetable Compound is certainly a successful remedy for the peculiar weaknesses and ailments of women.

It has cured almost every form of Female Complaints, Dragging Sensations, Week Back, Falling, and Displacements. Inflammation, Ulcome tions, Weak Back, Falling and Displacements. Inflammation, Ulcerations and Organic Diseases of Women and is invaluable in preparing for

Childbirth and during the Change of Life. Mrs. Pinkham's Standing Invitation to Women Women suffering from any form of female weakness are invited to

write Mrs. Pinkham, at Lynn, Mass. Her advice is free.

MINNESOTA-HEALTHANDINDEPENDENCE

Why not sell where you are. Bank some of your profits for income and take up a new home, and start the boys too. Fine water; beautiful lakes; quick, fertile soil, fine climate. 35,000 acres. Farm any size. Title absolute. Investigate anywhere before buying. Write for maps and truthful representations. Address ROGER C. SPOONER, Pres. Donald L. & L. Co., Bemidji, Minn.

An Ili Wind, Etc.

"Her marriage was very unfortunate, wasn't it?" "Oh, no; she considers it quite fortunate." "Why, I understand she was divorced." "Exactly, and her divorce was the opening of her stage career, which is now very prom-

Starch, like everything else, is being constantly improved, the patent Starches put on the market 25 years ago are very different and inferior to those of the present day. In the latest discovery-Defiance Starch-all injurious chemicals are omitted, while "I'm sorry, George, but I'm afraid the addition of another ingredient, instrength and smoothness never approached by other brands.

> In Hard Luck !ndeed. She-He has a most extraordinary

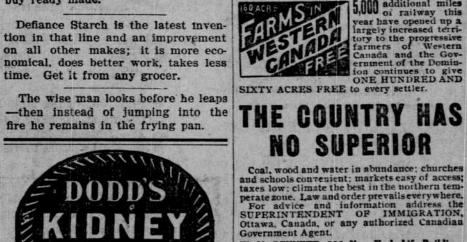
figure, hasn't he? He-That's so. I believe an umbrella is about the only thing he can buy ready made.

Defiance Starch is the latest invention in that line and an improvement on all other makes; it is more economical, does better work, takes less time. Get it from any grocer.

The wise man looks before he leans fire he remains in the frying pan.

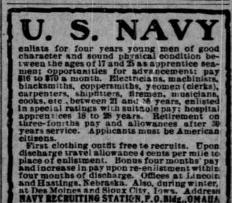
KIDNEY

NCHESTER





mouth, by direct local treatment. Its curative power over these troubles is extraordinary and gives immediate relief.
Thousands of women are using and reoommending it every day. 50 cents at
druggists or by mail. Remember, however,
IT COSTS YOU NOTHING TO TRY IT.
THE R. PAXTON CO., Boston, Mass.





PRIVATE TEXAS COLONY want 20 or 30 first class families to join me in private colonizing proposition in south Texas. Will inter-est you if you will address Box 404, Kansas City, Kansas (not Missouri).

W. N. U., OMAHA, NO. 23, 1907.

CARTRIDGES

For Rifles and Pistols

Winchester make of

cartridges in all calibers

from .22 to .50 are accu-

rate, sure fire and relia-

ble. In forty years of gun

making we have learned

many things about am-

munition that no one

could learn in any other

way. When you buy Winchester make of

cartridges you get the benefit of this experience

VINOHESTER REPEATING ARMS CO.

NEW HAVEN, CONN.

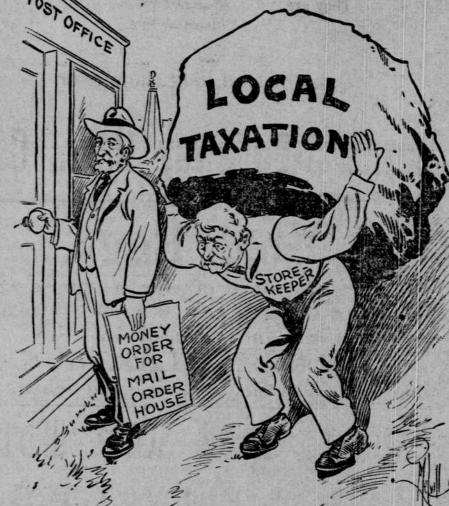
Mrs. Emma Carrier, of Emmett Tenn., writes:

Relief Ladies

Wine of Cardui has been called "Woman's Relief," because of its wonderful power, demonstrated in actual experience, during more than 50 years, over the pains, distress and ills, from which women are so prone to suffer.

did me more good than all four doctors who treated my case. I went through several operations for female trouble, but got no better; until I took Cardui, which brought me relief. It is the most wonderful woman's medicine in the world. At druggists, in \$1.00 bottles with full directions for use Try it.

did, and lots of times a little cheaper. "I went to the local paper and pretty near scared the editor to death by cle purchased of him. ordering a half page of each issue for six months. Then I set about seeing any reason it is necessary for you to what I had to sell that the people ask for credit, you can go to the local would want. I really didn't know merchant. Could you ask it of a mail what was in that store until I started order house? to look it over. Some of the things had been there so long I had forgot- to extend you credit you should give ten about them. I hauled them out him the benefit of your cash trade. and put a bargain sale price on them, told the people about them in the local taxes and exerts every effort to next week's Record, and gave the build and better your market, thus inprices, and say, I just couldn't get creasing both the value of city and them things wrapped up fast enough. | country property. Ever since then I've just been buying | Because: The mail order merchant



The local merchant who must bear the burden of local taxation is en titled to the assistance of every resident of the community. When you send your dollars to the mail-order houses of the city you but add to the load he must carry. Keep your dollars at home.

Seems like nothing stays in the store.

Have hired two more clerks, and

"Jones ordered a new delivery

since the folks around here had

started to trade at home and quit

sending so much money to the mail-

You can have what I make on that

wagon to get that new dress with that

"Yes, sir, I figure I'm ahead a little

more than the freight on that buggy,

besides getting a better buggy than

you got. I intended to send away for

mine, too, like you did, but I saw

kind of a buggy he had and the price,

and I concluded I'd look at it first.

He's making better prices than the catalogue fellows, and he's paying the

just about enough on that buggy to

pay the doctor's bill for Molly's sick-

ness, and then, besides, Brown or-

dered his hay of me, and he's paving

"Now, my dear, you may engage

Miss Herman to give Princess music

lessons for the wave of prosperity in

the community has struck the minis-

ing they voted me a raise in salary for

the coming year. In a talk made by

a good price for it, too."

wagon this morning, Jane.

did it.

now."

trades with me."

Because: The mail order merchant does nothing for the benefit of marthey're everlastingly telling me we're out of this, that or the other thing. I kets or real estate values. found that telling the people what Because: If your town is good you've got and what you are willing enough to live in it is good enough to to sell them for pays. I've paid off spend money in .- Gov. Folk of Mis-

way hold the value of your property.

that mortgage that's been hanging couri. Because: The best citizens in your over us for the last ten years, and gave \$100 to the new church building community patronize home industry. besides, and it's advertising that Why not be one of the best citizens? Because: If you give your home "You'll stay over Sunday, won't merchant an opportunity to compete, you? I've got to get to the store by bringing your order to him in the quantities you buy out of town, he will

he will save you money.

demonstrate that, quality considered,

A Double-Edged Joke. James Scarlet, the attorney for the commission which is investigating the order houses he simply had to have it. fraud in Pennsylvania's \$13,000,000 state capitol, is a great huntsman. and one of his sporting companions you've been wanting. Wish you'd is his Montour county home is Charles buy it of Jones though for he always Thorp.

Both men keep dogs, and not long ago Thorp walked into Scarlet's law office to inquire: "Jim, what do you do when another man's dog invades a man's shop and

eats a ham?"

Brown's advertisement telling the owner pay for the ham."
"Well," replied Thorp, "ir was your dog; the ham will cost you \$2.65." Scarlet dug into his pocket and drew forth the money. He paid it to freight besides. I figure that I saved Thorp, who, laughing heartily, started

"Why," said the attorney, "make the

"Hold on," called Scarlet: "\$10 from you for legal advice."/ And he collected the money.

home and may return to you after a If you want to make your own town prosperous you will spend your money in your own town in preference to

A dollar spent at home stays around

CONSIDERATION.

late Cream Filling.

in a hot oven.

made and kept some time in the icebox. It works much better than when when just put together, and is very convenient to have on hand. It will keep in the country, where ice cannot always be had, by plunging it deep in the flour barrel, but this is a method only available where the cook no knowing what concoctions of bread and pastry would be shoved into the barrel of flour and mold would spoil

Hangings and Curtains. Hangings and curtains should be shaken, brushed and put aside for future use. The taking up of the carpets and removal of all dust clear the

repapering the walls. If the paper does not require to be renewed, it should be brushed and rubbed down with a clean, soft cloth. The cleaning of painted surfaces and the washing of floors is usually the

China and glass ornaments should

A cloudy mirror should be rubbed with a cloth, wrung out of cold water and dipped in dry whiting, then polished with a dry duster. A final polish with an old silk handkerchief will com-

plete the work in a short time.

To a pound of hamburg steak add

"After having the measles my whole day came, but at the livery stable all sores about as large as a penny. They

Hard to Realize.

my friend, Mr. Specknoodle."

"I say, mother," shouted George, "I want to present Mr. Specknoodle."

Where He Met Him. He was one of those smart men who

said, when the vagrant had finished.

city below. Its sound can be heard at Liga, 30 miles away. The maiden band before the year is out, and of a good one if she rings loud enough. On certain fete days it is lively for the

Somewhat outspoken is the Penang

Lewis' Single Binder straight 5c eigar is good quality all the time. Your dealer or Lewis' Factory, Peoria, Ill.

Weak men tremble at the world's opinion, fools defy it, wise men judge it.—La Rochefoucald.

Brother Jones he explained that this some bigger burg a long way off. was possible because the people were keeping their money at home rather than sending it to the catalogue houses The way to start a wagon out of the Oatmeal Wafers Are Good. mire is for all the horses to pull to-Your children will eat oatmeal gether. One way to pull together is for everybody to patronize home industries whenever possible.

Money in circulation around the town you live in is much better for your interests than the same money in circulation in a city hundreds of miles away. Your dollar is lonesome in a big city but it has friends around. wafers when they cannot be prevailed of the cities. Brother Frank (the postupon to eat the porridge itself. Take one cupful of rolled cats and one cup-ful of flour, with a little baking powmaster) explained that the money orsiness of his office had droppe to almost nothing within the past six der—just a pinch—one tablespoonfu of sugar, a little sait. Rub two table months. He said that less than a year ago he was handling more than \$1,000 afuls of butter into this misture each month in the shape of money or-ders, and that now the total is not oneand just enough water to hold them together. Roll out thin on a source in a big city, but it has friends around home and is therefore more useful. fourth of that I understand that they

"Not at all. That's to be the regular Pennsylvania German Apple Pie Makes a Rich Dessert-Canadian Pastry Idea-To Make Chocotart, that is, with one crust, may be even size, and not too large. Pare move the cores. Place the hollowed

Lay a piece of nice fresh butter on every half apple, in the hollow left where the core was taken out. Spread sugar, and dredge on some really

The writer's first acquaintance with these German pies was in a far western state, whence a comely daughter tion her cook, and watch how she basted the pie from time, using some ter. This kept the apples from hav-

is done and partially cooled. To Keep Pastry.-Pastry can be is a careful housekeeper herself, else

green pepper pod and a slice of onion chopped fine. Shape into balls, pressing the balls flat, with a depression in the center of each. Put into a frying pan and break the yolk of an egg into the depression of each: baste the yolk with a little melted butter and set the frying pan into the oven. Let the eggs and meat cook about five minutes, then remove to a hot serving dish, pour over one and one-half cups of hot brown or tomato