

The Sunday ?
$\mathrm{P}_{\text {. Sabbath Day }}^{\text {ENNMANS }}$ Oservance. vitally interested in


Why Do We Preach? Dr. Herran's stheme for 7.30 P . M. in of importance
to every Child of Goi.
We cannot $k$ now
too much about the reiligion of our Lord and Syyior.
Savin souls for corist is the most important
duty duty in the world.



| ce telegraph |  | MARCH 1, 1919. |
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| DIRECTORS OF | Deaths and Funerals | noved trem Feranary 3 s, 1018 |
| HOMES VOTE FOR |  |  |
| ONE INSTITUTION |  |  |

The Ad man listened attentively
to this explanation of the pipes and valves while his eye followed along them to a peculiar looking vat.

Pointing to this next vat, he asked, "What is that for, Mr. Hershey?
"That," replied Mr. Hershey, "is what we call the homogenizer."
"Let's tell the people about the homogenizer," said the Ad man. "I'll wager not one out of a thousand persons know what that is. I really don't know myself."
"The homogenizing machine," explained Mr. Hershey, "is an imported idea from France. It is one of the most important machines we have in the making of our ice cream.
"When the mixture goes through that machine all the globules of butter fat are broken up into small particles, atoms, and that makes the ice cream the very finest and smoothest in texture.
"You have no doubt eaten ice cream that felt sort of lumpy or grainy in your mouth. That condition is due to the fact that the mixture was not smooth before the ice cream was frozen. It might have come from some other cause, but one thing is certain you will never find that condition in HERSHEY'S SUPERIOR ICE CREAM."

There's a mighty interesting thing for you, dear reader, to think about. Here we are just beginning the process of making HERSHEY'S SUPERIOR ICE CREAM and we haven't gotten any further than the homogenizer.

It just goes to show how little people realize what a great amount of care and labor is necessiry to make good ice cream.

Perhaps you have made ice cream at home. If you have you will remember what a lot of work you were put to to make. a gallon or two of ice cream, and yet when you eat HERSHEY'S SUPERIOR ICE CREAM little do you realize what a vast amount of energy was necessary to make the small portion you have on your plate.
$\qquad$
$\qquad$
The Ad-man.

