

Advertising Talks

A WORD TO THE WISE

Don't let your working capital loaf on the job—put it into action—buy goods that will turn often.

Make good nature your business policy. Anybody would rather spend their money with a man who smiles than with one who seems insulted every time he's asked to sell something.

Throw in a word of thanks with every sale. Don't think that just because you give full value thanks are unnecessary. People like to trade where their money is appreciated.

Nothing does so much against you as doing nothing for yourself.

A few good bargain leaders will be followed by many regular buyers.

You'll never have time if you wait for it. Make it!

In the bright lexicon of business there should be no such word as "tomorrow."

Today is the time to do things; tomorrow the time to dream.

Put your heart in your work and you won't lose it.

The beaten paths lead to the place of the man who keeps his windows well trimmed and his store front lighted.

Cleanliness is next to industry in business success. A clean store, clean clerks and clean stock clean off the shelves.

Anyone can "keep a store." It takes a man with brains to make a store keep him.

AN ADVERTISING EPISODE

Merchants and Manufacturers Learning That It Pays to Concentrate Their Publicity.

The manufacturer of an improved lamp for coal miners entered upon an advertising campaign after placing his wares with dealers. In the first district covered the sales were excellent. The campaign was taken up in a second mining district. The advertising fell flat. When a trial was made in a third district the sales were all that the manufacturer could ask for.

As there was a mystery about the failure of the second step, a careful investigation was made. It was found that while the retail dealers in the first and third districts had bought the lamps liberally, those in the second district had looked upon them unfavorably. Thus, the advertising in one district failed because the miner, however much he might have been interested in the improved lamp, could not buy one save in a few stores, and of course he did not always know which stores handled the lamps.

This is an illustration of the way in which advertisers are searching for fundamental facts as to their investments in publicity. They are finding that it is waste of money and energy to advertise in places where their goods are not to be bought. They are ceasing to advertise broadcast and are, instead, concentrating their advertising where their goods are to be had by the interested advertising reader.

REAL ESTATE ADVERTISING

Forty Dollars Spent by One Firm Brought Over Two Hundred Clients.

Does newspaper advertising pay?

Before members of the Denver Ad club at their regular weekly luncheon held at the Albany hotel, P. D. Whitaker, secretary of the club, gave conclusive proof that it does.

Mr. Whitaker stated that desiring to inaugurate an advertising campaign for a real estate client, he had made a study of the matter. After watching closely for the real estate "ads" in the Sunday papers of Denver for four weeks, he said that on the Monday morning following the fourth Sunday he stationed men at the office entrance of four of the large real estate firms of the city to count the number of prospective customers who responded to the "ads."

This was the result, he said: The firm that spent \$40 for advertising received over 200 inquiries. One that spent \$35 received 187 visitors. Another that spent \$30 had 173 callers, while the firm that spent only \$14 received only 87 answers.

Other speakers declared that newspaper advertising coupled with outdoor signs bring sure results. Real estate men were urged to use display advertising in preference to classified "ads" if they desired to secure results on a broader scale.

"Boss" Doesn't Know All.

Because one is the head of a concern does not mean that he carries under his hair all the knowledge of the business.

HOW ADVERTISING SAVED A COLLEGE

By HERBERT H. SMITH.

There is no good reason why a man cannot be persuaded by advertising to join a church or donate \$1,000 to a college as well as to buy a mattress with a peculiar name or a fountain pen with a particular crook.

It was left for a small institution on the prairies of South Dakota—Huron college of Huron—to make a conspicuous success of college advertising aimed at the people with money rather than children, in an effort to obtain sufficient endowment to enable it to continue its efforts to educate the youth of the frontier state. The goal was an endowment fund of \$500,000 to be raised before a certain date in order to secure large contingent gifts, and President C. H. French ascribes much of the success of the campaign to the advertising of the college.

Before the advertising began President French had good "distribution," to use the terms of merchandising. He and his college were known to the members of the Presbyterian church over the country. The school is attached to that denomination, although as is usual with the small western colleges, young people of all denominations attended. President French, who was his own agency and advertising man, was also provided with supplemental advertising to that done in periodicals and had follow-up in the shape of a college bulletin which went to a large list of friends of the college.

Because the college could appeal to but a limited class the advertising was confined to two church papers, the Continent and the New York Observer. The copy was changed each week.

There was behind the college a history replete with the sacrifices of students and professors so that there were human interest tales in abundance on which to hang an ad. The college had been running \$20,000 a year behind in its expenses. This money had to be raised by the president on begging expeditions. The general educational board and J. J. Hill helped with large gifts contingent on raising the rest—so much in South Dakota and the rest elsewhere.

Used House Organ, Too.

Although South Dakota has had two years of poor crops, work was commenced on the members of the Presbyterian church in that state. They were sent copies of the Bulletin, the "house organ," in which a history of the college was printed, together with current news about the progress of the endowment campaign. Each week these same families received the quarter-page ads. of the college in their church paper, pounding home the message that Huron college would die unless the money were found.

The ads were rather unique in their breaking away from ordinary religious paper advertising. One was as follows: "A birthday dollar." A little girl almost six years old overheard her mother and father talking about the danger that Huron college might die if it did not get endowment.

"What, that college die?" she cried. "We can't let it do that, can we, mother? I will give the dollar that grandpa is going to send me for my birthday."

The dollar came and its simple story won many other dollars. A small boy who gave two cents got a big "head" in the advertisement of the college soon after.

All of the advertisements were of the same simple sort. The record of the college in regard to home and foreign missions and men and women who had gone from the college to work in those fields was "reason why" copy that the college should be supported with sufficient endowment. Each ad carried a statement of the amount of money raised and that needed by the time the limit expired. The space was usually a quarter-page with plenty of white showing to make it stand out.

"November 11 Huron college loses \$130,000" was the headline of one of the ads, announcing the necessity of raising the endowment in time to save the contingent pledges.

The money was raised on the last night of the period amid the usual accompaniment of college approval of a thing well done. President French expects that the number of students will be largely increased through the publicity the college has received, although no effort was directed toward that end in this movement.

Not Such a Stupid Scot.

The Scotchman could not find his ticket. On the conductor's second round it was still missing.

"What's that in your mouth?" he asked.

Sure enough, there was the missing ticket.

The conductor punched it and went on his way.

"Ah, weel," said Sandy, in reply to his fellow passenger's banter, "I'm nae sae absent-minded as ye wad think. Yon was a very old ticket, and I just bit off the date."—Success.

Blow Your Whistle.

Yesterday my small kid said, "Give me a nickel, quick!"

"What do you want a nickel for in such a hurry?" I asked.

"Don't you hear that whistle? That's the popcorn man, and he has the dandiest popcorn, all buttered, a big sack for a nickel. Hurry up!"

The KITCHEN CABINET



F STRAWBERRIES are not in season, buy them not at a great price. It is neither art nor courtesy to invite your friends to be "eating money," as the saying is. A guest should be led to think always that her meal tasted pleasantly, never that its cost was disagreeable.

PRACTICAL DESSERTS.

During the season of fruit, and for that matter, that is all the year round, fruit provides a dessert that is easy, usually inexpensive and decidedly wholesome. All fruit will not do in dessert making, so we like a variety of reasonably inexpensive dishes for everyday use.

There is a large variety of fritters and hot cakes that may be served with various sauces and are quickly and easily prepared. The fat kettle is carefully covered and set away and can be brought out to heat while the fritters are being prepared.

Apple Fritters.—Sift together one and a third cups of flour, two teaspoonfuls of baking powder and half a teaspoonful of salt; beat an egg, add two-thirds of a cup of milk and mix all together, adding two sour apples cut in small pieces. Drop by spoonfuls in hot fat and fry a delicate brown. Roll in powdered sugar and serve with currant jelly sauce. The sauce is prepared by boiling together a cup of sugar and a third of a cup of water five minutes; add four teaspoonfuls of currant jelly and when boiling hot the juice of a lemon; strain and serve, if a very nice sauce is desired, with a handful of candied cherries.

Baked Bananas (Porto Rico).—Put riper green bananas in the oven and bake until the skins burst; serve with butter.

Souffles are another form of dessert which may be varied in endless ways. When baking, a shallow pan should be used, as the weight of the mixture tends to break the cell walls. When the dish seems to be too shallow, line it with a band of buttered paper that stands up above the dish. Always set the pan into water to equalize the heat in baking.

Coffee Souffle.—Cook together three tablespoonfuls each of butter and flour, then add a cup of black coffee. When thick add salt and a third of a cup of sugar; cool and add the beaten yolks of three eggs, and then add the beaten whites. Turn into buttered dish and bake until firm. Serve with whipped cream.

YOU may keep your feet from slipping. And your hands from evil deeds. But to guard your tongue from tripping. What unceasing care it needs.

LEFT-OVER DISHES.

It takes thought and planning to use the bits of left-over meats acceptably. One may often buy in the market small amounts of meat, too small for any but individual portions, which may be used with other foods to provide a good meal.

A little chopped ham added to an omelet makes a pleasant change and the dish has more food value, an important item, when preparing the meal, to arrange for.

Cooked ham mixed with mashed potato, and after seasoning make into flat cakes. Brown in a little fat.

Minced Liver.—To each cup of cold, minced liver add one tablespoonful of chopped onion browned in butter, and season with salt and a little paprika. Turn into an agate frying pan with a little water. Sprinkle lightly with flour and add a quarter of a cup of vinegar. Simmer until well heated.

Sausage and Rice Cakes.—To one cup of cooked rice, warm or cold, add an unbeat egg and two tablespoonfuls of cold fried sausage. Form into flat cakes. If the mixture is too soft add a little more rice. Brown in butter or hot fat, being careful to have the fat very hot before adding the cakes. This amount will make half a dozen medium sized cakes.

Yankee Toast.—Poach a few eggs and brown the same number of pieces of toast in bacon fat. Crush a little of the bacon and sprinkle over each slice of toast and serve with an egg on top. Shred a leaf of lettuce very fine and garnish the top of each egg.

The meat from a shank of boiled ham may be chopped and mixed with boiled salad dressing. Pack in a jar and have a sandwich filling that will keep indefinitely.

LRRORS like straws upon the surface flow; He who would search for pearls must dive below. —Dryden.

OMELETS.

To make a good omelet requires skill and deft handling. A good omelet is a work of art of which one may be justly proud. Eggs are reasonably plentiful now, and omelets of various kinds are in season.

Fruit Omelet.—To the yolk of one large egg beaten until very light, add

one tablespoonful of fruit juice; if orange is used, add a fourth of a teaspoonful of the grated rind and a teaspoonful of sugar; beat well together and fold in the beaten white. Cook very slowly in a well-greased omelet pan.

Caramel Omelet.—Take two eggs, separate the whites and yolks and beat well. To the beaten yolks add two tablespoonfuls of caramel sirup. Beat until well mixed, add more sugar, if needed, a half teaspoonful of vanilla and one teaspoonful of lemon. Fold this into the beaten whites and cook in a greased pan.

Cheese Omelet.—Cook together a cup of milk and four tablespoonfuls of cornstarch. Pour this when cool over the well beaten yolks of four eggs. Stir into this four teaspoonfuls of bread crumbs and the same amount of cheese. Fold in the whites, which have been beaten stiff, and bake in a moderate oven fifteen minutes.

A ham omelet is prepared as for a plain one, and minced ham is sprinkled over the top just before folding it over.

A delicious sweet omelet is prepared with almonds and maple sirup. Into a hot buttered omelet pan turn a handful of blanched almonds, then pour over them a plain omelet, being careful not to have the heat strong enough to burn the nuts. Fold and pour around it a hot maple sirup. This makes a very nice dessert.

Tomato Omelet.—Make a plain omelet, and when ready to fold, pour over it half cup of thickened tomato, stewed down. Add a teaspoonful of butter and two of flour cooked together, season with salt and pepper and serve hot.

The family may wait for the omelet, but the omelet should never wait for the family. An omelet kept waiting has a most discouraged, down-at-the-mouth sort of an expression.

SOME of your hurts you have cured. And the sharpest you still have survived. But what torment of grief you endured. From evils which never arrived. —Emerson.

FROZEN DISHES.

There is such a latitude for variety in frozen dishes that the same dish need not appear often enough to be monotonous.

Burnt Almond Ice Cream.—Blanch and chop a cup of almonds, caramelize four tablespoonfuls of sugar, and add the almonds. When cold pour to a powder. Add this mixture to ordinary ice cream with a tablespoonful of almond extract.

Cocoa Nut Ice Cream.—Mix a half cup of cocoa with a half cup of flour, a cup and a fourth of sugar and a half teaspoonful of salt; add two eggs slightly beaten. When well mixed add two cups of scalded milk, cook in a double boiler, stirring constantly. The eggs should not be added until the flour is well cooked. Then add a cup of walnuts, a little vanilla and two cups of cream. Freeze.

Maple sirup, hot, with chopped nuts, makes a plain ice cream seem quite stylish.

Plum pudding ice cream is plain ice cream to which a cup of dried and pounded plum pudding is added.

To make caramel ice cream add a cup of caramelized sugar to unsweetened or lightly sweetened ice cream.

Cocoa Coconut Cream.—Make the same as for cocoanut cream except omit the nuts and substitute a cup of freshly grated cocoanut instead. Add the juice and rind of one lemon. Freeze.

Chocolate Mousse.—Melt three ounces of chocolate, add a cup and a half of sugar and one cup of thin cream. Boil one minute. Mix a tablespoonful of granulated gelatine with a fourth of a cup of cold water; add it to the boiling mixture, and when cool add a teaspoonful of vanilla, a little salt and the whip from three cups of cream. Pour into a mold and pack in equal parts of ice and salt. Let stand four hours.

For strawberry mousse substitute two cups of crushed strawberries instead of the thin cream and use a tablespoonful and a half of gelatine.

Babies—Lean and Fat.

Weigh the baby every day. All you need is one of the automatic weighing machines of small size such as the old-fashioned housekeeper uses in the kitchen when doing up fruit, and an oblong basket with a flat surface. Any mechanic will find means of securely fastening this basket on the top of the scales, and when you have painted the entire contrivance white, made a pink or blue nest of padded China silk for the inner side of the basket and trimmed its outer side with enormous bows of satin ribbon, you will have a charming-looking extra cradle into which to temporarily deposit baby while its ordinary cradle is being aired.

Plenty of Room.

"How dreadfully stout the general is getting."

"Yes, isn't it fortunate? Otherwise he wouldn't be able to wear all his medals."—Punch.

SCENES IN JERICO

Writer Tells of Wonders in the Holy Land.

Declares Arabs, Riding on Their Camels in Quiet of Dawn, Passed Like Phantoms—Visited Grave of Lazarus.

Jerusalem.—We had come down from Jerusalem the previous morning with a correspondent, a carriage ride of four hours, and had stopped for luncheon at Jericho, or, more correctly speaking, at Rilla, a little to the east of the site of the ancient city. What memories of brilliant events in Biblical history cling about this spot! Jericho, the city of palm trees; the scene of Joshua's victories; the place where the last days of Elijah were spent, and whence he went forth with Elisha to cross the waters of the Jordan, to be taken up to heaven in a chariot of fire; the spot where the two blind men were healed; the place where our Lord paid a visit to the house of Yachens. Here, too, were the long celebrated and beautiful groves and gardens given to Cleopatra by Mark Antony. Jericho now consists of a large Russian church, a house for Russian pilgrims, two hotels and the mud huts of Bedouin Arabs.

As we descended the 700 feet below Jerusalem the heat increased until we arrived in the tropical plain of Jericho under a blinding sun. First, we visited the pool of Elisha, the waters of which he had healed; then tramped through the ruins of the Jericho of the Israelites, where we saw part of the city walls around which Joshua and his army marched seven times. After its capitulation Joshua pronounced a curse on the city, which was fulfilled. Very recently excavations have been made here by the Germans and the Austrians.

The only sound we heard as we rolled along the sandy soil past clusters of thorn bushes was the tinkle of the sleighbells around the horses' necks. Straight ahead, at intervals, we could discern a dark moving mass on the road, and as we approached a party of Arabs would step aside, all wrapped closely in their cloaks, with staffs in their hands. At another time the dark moving mass would prove to be a caravan of camels moving noiselessly along with their heavy burdens. Daylight came



St. Stephen's Gate.

slowly, for the morning was misty. The outlines of the hills were slowly being defined by the rising sun with a deep purple over their western slopes. Then did I realize why artists so often paint them shrouded in that color; and why the Psalmist would utter the hope and the longing of nations, "I will lift up mine eyes to the everlasting hills whence my hope cometh."

Arabs, riding on their camels along the mountain roads in the all-prevailing quiet of the dawn, with the gorgeous purple hills and the deep blue sky for a background, passed like phantoms, like dream-pictures one used to imagine when stories were told in childhood.

Since that day the whole Scripture narrative has been wonderfully vivified; the abiding peace and beauty of the hills have a sense of sheltering presence over man and beast.

About half way back to Jerusalem we stopped to rest the horses at a khan where once stood the inn of Good Samaritan fame. Nearer to Jerusalem we alighted at Bethany and went down into the grave of Lazarus, carrying lighted candles. The ruins of the house of Simon, the leper, are near by; as is a part of a wall of the house of Martha and Mary. Passing strange it seems that Mohammedans should have the custody of these places, as well as of a few in Jerusalem itself.

Yes, "go to Jericho," but be sure to come back again.

CAMP FIRE STORIES



BATTLE IN CYPRESS SWAMP

What Happened in Flooded Louisiana Region When Gunboats Fought Is Told by Chicagoan.

Theodore H. Esschen, who lives at 1748 St. Michael's court, Chicago, took part in engagements between union and confederate naval forces in the latter years of the war. He accompanied the expedition made by Gen. Nathaniel P. Banks into the network of swamps and bayous of Louisiana and known as the Red river campaign. An incident on the journey was the blowing up of the confederate ram Queen of the West, of which Mr. Esschen tells.

"The St. Mary was the boat I was on," said Mr. Esschen. "She was a transport and was one of the fastest steamers we had. She was one of a number of gunboats and unprotected river boats that made their way into Grand lake to land troops in General Banks' red river campaign."

"The lake was a mudhole, formed by overflow from the Mississippi. In low water it was a cypress swamp, and timber had been cut from a large area. In high water the stumps of the great trees, standing perhaps eight feet above the ground, were covered



Boiler Room and Magazine Blew Up.

with water, and there was no current to mark their presence. It was high water when we landed troops on the shore of the lake.

"Our boats were of different drafts. The large ones could not go near shore, and the smaller steamers lay between them and the shore, so that the soldiers could walk over them somewhat as if they were a pontoon bridge. We had several gunboats there, two of them, the Colorado and the Matagora, ironclad, and there were river boats and ferry boats. The Clifton was well armed and so was the Calhoun, a ferry boat from New York, with a heavy gun at bow and at stern and two broadsides of four smaller guns each.

"We were not allowed to stay in the lake without a visit from the enemy. A fleet of confederate boats came down the bayous from the Red river and disputed our position. The Queen of the West was the most formidable of them. She was a ram, though not ironclad. The other boats were river steamers, with bales of cotton around their sides and with guns pointing through apertures in the cotton guard. They were floating forts.

"The Queen of the West came steaming down at us and in her path was one of our ironclads. They told us afterward that the pilot had called out to the captain that they were headed for an iron boat and that the captain had sworn to sink the boat even if it was iron. They put on full steam ahead. The water was like glass. They cut through it at a great speed and ran on a lot of submerged stumps. The bow was thrown high into the air and there hung the Queen of the West.

"The Calhoun and the Clifton took position, one on each side, and shelled her. The Calhoun, a sidewheeler, was kept swinging about without moving away from her position and firing broadsides or stern or bow guns as they came into range. The Queen of the West was game to the last and she returned the fire until her boiler room and magazine blew up. There was nothing left of her except a pile of wreckage. As soon as she blew up the rest of the confederate fleet, which had been doing a little firing, turned about and made for the bayous. They knew the channel and so escaped, but some of them were captured after our boats had made their way north."

A Benediction.

Gen. Pendleton, who was a clergyman before the war, but who, having graduated at West Point, joined the army and commanded a battery at Bull Run. He stood by the guns, and when ready to fire he would say: "Now, boys, made ready! May the Lord have mercy on the poor sinners. Fire!"

Going Some.

"How fast did McCarty run when the rebels opened on our ranks?"

"Oh, pretty fast."

"As fast as he could run?"

"Faster! As fast as two of him could run."