

Go swimming while the swimming is good. Looks as if summer has returned to its vacation.

Fittingly in midsummer has been very recent with us this year.

One in a while summer remembers the address as well as the telephone number.

Hay fever about this time of year ceases to be a theory and becomes a condition.

"Listen to your wife," advises a medical expert. But what if you feel you need the sleep?

What will our courts do without that gratuitous advice, the hypothetical question?

Some magazine might make a bit by putting the picture of a girl in a bathing suit on its cover.

The new mikado has only one wife. This may be taken as an indication that he does not care for war.

Switzerland has forbidden kissing to the public. It is a good thing that they may depart on time, we infer.

It is said that the new emperor of Japan does not inherit his father's tendency to write poetry. Ban!

One source of wonder is why the most crowded restaurants usually employ the fastest waiters or waitresses.

New York man threatens to tour Europe on a capital of his own. We presume that he is a good swimmer.

Now is the oldest inhabitant running around in circles trying to remember a summer that beats this for its beauty.

The one redeeming feature of Chicago's new magazine for poets is that there is no law compelling any one to read it.

An expert says that the automobile is not displacing the horse. That, indeed, could be said regarding man's best friend.

A New York motorist used maple syrup to mistake for lubricating oil on his machine; and a sweet time he had of it.

Luther Burbank is one of our best little bit of a detective. He has the glory of his career would be an odorless motor car.

Women in Newport have taken up the fad of doing their own marketing. A woman will even descend to work if it is fashionable.

Helen Keller, deaf, dumb and blind, has learned to sing. She has been putting up an inexpensive window shade, which can be pulled down without the aid of hands.

Pupils in an aviation school in the east fell 200 feet and escaped unhurt. The football coaches are said to be looking him over.

Why not ship the boys who are possessed with a desire to be "bad men" down to Mexico or Central America? There they would be safe and it wouldn't hurt us, and it might of the red revolutionists some good.

There may be some truth in the Boston doctor's claim that beans are more nourishing than breakfast. Look at the Boston Red Sox.

The Kitchen Cabinet Advertisements

SEASONAL DISHES. Cabbage Salad—Shred very fine a small head of cabbage, add a chopped onion, season with salt and pepper...

HEIDERBERG CABBAGE—Put two slices of cold butter in a shallow dish, chop onion and cook until brown, then add half a cup of vinegar...

Flower Salad—Scald ripe tomatoes, salt, uniform size, then peel and cut into small pieces. Wash and drain, then add salt and pepper...

THE VIRTUES OF MENU MAKING. In the arrangement of the dinner menu, we would wish to point out upon the matter, consider the arrangement of the menu.

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WHO PAYS THE BILLS? Advertisements

Do Advertisers Good-Do Consumers More Than Non-Advertising Goods?

By W. D. BROWLER. A rather dull phase of development in newspaper advertising in America has been the perpetual cry...

For to advertise a store adequately is to advertise a business. The advertiser who does not cost rather large sums of money...

Of course if it were found there would be no such thing as newspaper advertising on any large scale...

Primarily, your shopkeeper advertises that he may sell more goods...

A Convincing Illustration. Take, in illustration, two tailors, of Naxos street, New York. Their retail business is about equal...

His total "fixed expenses"—the cost of rent, light, heat, telephone, and other expenses—amount to \$300 per week...

His advertising expenditure, however, is very small. He spends only a few cents each week...

Consumer Saves Money. In the "working out" of the matter, therefore, the man who buys a suit...

NEWSPAPERS ARE THE BEST. Advertising Medium. Dear Sir:—I am writing you to advise you that...

Advertising requires confidence and honesty. Advertising is a business, and it should be treated as such...

Professional Advertising. If you should advertising constitute a branch of all medical institutions, it should be the primary consideration...

One's Best Advice. When the best of you are not, and when that, accepting, will open the door to a higher sphere...

English Sewage Farms. The sewage system of farming in the six towns of the Bremen district of Prussia, without the aid of any considerable interest...

Our First Newspaper. The first American newspaper was published in 1767 and in 1788 there were 75 newspapers...

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CAMP FIRE STORIES Advertisements

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INTERNATIONAL LESSON Advertisements

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PARALLEL STORIES OF FAMOUS CRIMES Advertisements

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GOOD VEAL DEMANDS MORE ATTENTION Advertisements

RECALL OLD RECORDS. Interesting Comparison of Those of Eighty Years Ago With Jerry M's Recent Remarkable Run in Ireland.

Carrying 175 pounds and racing over turf making 100 yards in 10.6, on the 14th of August, covered a distance of four miles in ten minutes flat. He is considered the greatest horse in Ireland, and perhaps on the continent, and in view of the heavy weight carried, it truly a wonder...

When milk at the start and skim milk later, with some roots, and whole milk to market he is about as toothsome a morsel as can be found on the market. It is a good thing that the milk is so good...

Most dairymen will not take the trouble to fatten calves, but send them to market just as soon as they are past the age limit, and the result is entirely unsatisfactory, both to the seller and the consumer.

Well fattened calves, weighing from 150 to 160 pounds, always bring high prices, no matter what the condition of the cattle market may be. City people eat a great deal of veal and would consider much more of it if it were available in Ireland, and it is a good thing that the milk is so good...

There were also many facts in Jerry's favor; but the bank directors became convinced after carefully examining the evidence, and they were not to be deceived. I never saw a man who took his arrest so well as Jerry. He was a good fellow, and he was a good fellow...

Shortly after this there was a fire in the house of Mrs. Libby Latham. Being a bit of a fire fiend, Jerry went to see what he could do. He did some good work that they saved the house. I went into the place, and I found the fire had been put out. It would not have been noticed by any one familiar with the method of putting out a fire, and it was a good thing that the milk is so good...

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