...enstown News.

EVERY SATURDAY MORNING

...OLLAR A YEAR,
...N ADVANCE

...ER, Proprietor.

...tters "The News"
...town, Md.

...rates upon application.

...the Queenstown postoffice
...Class matter

...November 23, 1929

...' was a topical "Main
...wn situated on two rail-
...e heart of a rich farm-
... had all the facilili-
...g and prosperous
...matter of fact the
...s spot on a trunk
...hicago,
...y day might be seen
...teams hauling merchan-
...upplies, implements etc, for
...me consumption and for use on
...he farm. The merchants constan
...complained but did nothing to
...teract it A general loss o
...ness caused a jealous and dis
...t feeling approaching unfriend
...ess. Gloom and inertia seemed
...stifle all enterprise.

...t was in 1919 that Phil Baxter
...ght lad of twenty, whose fath
...ading hardwa.e mer-
...town discouraged at
...decided to leave home
... schoolmates had
... and hew out his

...he train for Chica
...he met a travel-
...ho used to call on
...naturally the home
...ubject of conversa-
...id "Sloville is too
...and too old to
...ed Phil's pride
...d it left a
... but the
...g city
... was

... few
...ition
...ent of one
...rder houses in
...e engaged in
... became very
...e passed for stag
...ss in Sloville was
...regular shipment
...o his home town
...his mind to find
...us used in securing
...is volume of busi-

...was transfer-
...other depart
...not solved
...ithout any
...or personal sol
...aveling salesman
...d they were able to ob-
... an increasing stream
...Phil had previously ex-
...uriosity and desire on
...o a fellow employe
... this occasion offered to
...m to visit the Advertising
...partment which he said might
enlighten him some.

This proved to be a surprising in magnitude and completenesss of detail any conception of his imagination. Here he saw some of the highest salaried men in the employ of the concern busily engaged in writing and preparing advertising copy for use in catalogs, supplements and other literature which was sent broadcast to every section of the United States

Talk about not having salesmen? Here was a staff of high salarid men preparing and sending out a multituninous armyof silent salesmen visiting every home and entertaining all members of the family with alluring descriptions of practically every article of merchandise from a stick of gum to a furnished home.

...il saw at once that the gener...rce which produced their ...us volume of business was ...ly advertising and he immedi...y decided if they were justified ...maintaining this great staff of ...dvertising expertising experts ...nd could accomplish such wond...rful results a long distance the ...me merchants surely could ac...mplish as much at close range ...their own trade territory.

We need only to briefly state ...at Phil after arranging with his ...ather to turn the store manage...ent over to him then and there ...signed his position and left for his home town to prove his convic...tions.

His first step was to see the edi... of the local newspaper, with ... he contracted for a half ... advertisement space to be ...ry issue. He then secur... of a dozen different mail ...tologs and special hard... supplements which he made ... of in preparing his own ... copy.

... every issue of the ...rried Phil's ... into every ... hardware ...d clos... by every thrifty householder in that section.

Phil immediately set about to recognize the business men's association and at their weekly meetings aroused their interests and co operation by his own confidence and optimism, The result was that the business men gradually became convinced that attractive newspaper advertising used regularly was the only successful means of conserving business in their trade territory. This quickly brought about a brighter and more congenial atmosphere of community interest and soon placed the general business of the town on the road to prosperity.

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MIKADO

Have Your Scribblings Analyzed

Louise Rice, world famous graphologist, can positively read your talents, virtues and faults in the drawings, words and what nots that you scribble when "lost in thought".

Send your "scribblings" or signature for analysis. Enclose the picture of the Mikado head, cut from a box of Mikado pencils, and ten cents. Address Louise Rice, care of

EAGLE PENCIL CO., NEW YORK CITY

...SUCCESSFUL HOMEMAKING

By GRACE VIALL GRAY

BAKE AT HOME

Baking at home is a simple process today compared to what it used to be. Formerly a woman had to measure out the flour, the baking powder and the salt. If she were using soda and buttermilk she would have to guess at the acidity of the milk. Some days her biscuits or cakes would be perfect while the next day they would be far from palatable. There was too much guess work in baking at home. Today all guess work has been taken out of baking by the appearance on

An Up-Side-Down Cake Makes a Delicious Dessert.

the market of self-rising flour. Self-rising flour has the leavening or baking powder accurately proportioned by weight, and has the right amount of salt for seasoning.

With self-rising flour, baking at home is a great indoor sport. It is easy; it is reliable; it saves from 25 to 40 per cent time in mixing biscuits and from 25 to 60 per cent in mixing cakes.

Furthermore, baking at home makes the money go further. From actual statistics we know that money goes from 20 to 40 per cent further than if one buys bakery goods.

Why not try an Up-Side-Down cake for dinner tonight? Here is the recipe for that unusually attractive dessert:

Make a cake batter of one egg as follows:

¼ cup butter	½ cup milk
¾ cup sugar	1½ cups self-rising flour
1 egg	½ tsp. vanilla

Cream the butter thoroughly, add sugar and continue to cream until the granules have dissolved, add the unbeaten egg and beat until blended. Add the flour and milk alternately, then the flavoring.

Fold the flour in quickly and gently, handling as little as possible.

From this batter the Up-Side-Down cake is made this way:

Standard one egg cake batter	½ cup diced pineapple
1 cup brown sugar	1 cup raisins or dates
4 tbs. butter	1 cup cherry or other preserves
1 cup nuts	

Melt the butter in an iron skillet; add the sugar and stir until blended; remove the skillet from the fire; spread the sugar and butter mixture in an even layer; then add the fruits and nuts in layers; pour the batter on top and bake in a slow oven about forty-five minutes. Loosen the cake from the edges, and turn out as quickly as possible after taking it from oven. Serve with hard sauce or whipped cream.

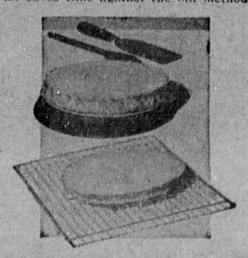
...SUCCESSFUL HOMEMAKING

By GRACE VIALL GRAY

QUICK BAKING

The keynote of today is more leisure for women. Women today are just as excellent housekeepers as their mothers and grandmothers before them but they are not willing to spend every minute of the day hanging over the stove, the kitchen sink or the dish pan. They systematize their housework and so plan their meals that they have leisure time for reading, for club meetings, for playing with their children and time for their husbands.

From laboratory experiments we know that a cake calling for three cupfuls of self-rising flour can be mixed in 8 minutes against the 15 minutes required for the same cake of plain flour. This is easily explained. Self-rising flour has to be sifted only once, there is no baking powder to measure, the eggs are added unbeaten and the cake is mixed as quickly and gently as possible. This all saves time against the old method



A Delicious Cake of Self-Rising Flour Can Be Made in Seven Minutes.

of sifting flour three or four times, getting out the baking powder and measuring it, separating the yolks and whites of the eggs into separate bowls and then beating them separately.

Women would make cakes oftener if they did not have to go to so much trouble. A package or bag of self-rising flour eliminates all this trouble and makes cake and pastry making simple and quick.

Here is a very delicious cake that can be made in seven minutes. The family will love it:

Quick Cake.

Sift three and one-third cups of self-rising flour into large bowl. Break two eggs into standard measuring cup. Fill cup with melted shortening or cooking oil. Put into flour but do not beat. Add two cups sugar, one cup milk and one teaspoon vanilla. Beat entire mixture two minutes. Pour into a greased and floured loaf pan or two large layer cake pans and bake in a moderate oven (350 degrees F.) for 30 minutes.

For variety's sake, nuts, raisins, melted chocolate or spices may be added. Any desired frosting may be used on this cake.

Read this Twice

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These wonderful woolens and the 100 per cent Clothing service which we guarantee you, places us in the front ranks of the successful manufacturers in this Country.

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W. W. STORY
QUEENSTOWN, MD.

Children Cry for Fletcher's

CASTORIA

The Kind You Have Always Bought, and which has been in use for over thirty years, has borne the signature of Chas. H. Fletcher on the wrapper all these years just to protect the coming generations. Do not be deceived. All Counterfeits, Imitations and "Just-as-good" are but Experiments that trifle with and endanger the health of Infants and Children—Experience against Experiment.

Never attempt to relieve your baby with a remedy that you would use for yourself.

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Chas. H. Fletcher

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THE CENTAUR COMPANY, NEW YORK CITY.

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John P. Aker,
Queenstown, Md.

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