

Advertising Talk No. 2

By the Liberty Express

LIBERTY
MERCHANTS
HAVE THE GOODS

They have merchandise which is on an equal in quality, style and price with the merchandise which floods Union County from Richmond, Hamilton, Cincinnati, Indianapolis, and the big Chicago mail order houses.

But there is one big difference between the merchants of Liberty and the merchants of the cities—and it amounts to all the difference in the world with the people. It is the difference in advertising.

Pick up any daily paper, at any time, and what do you see? Advertisements galore. All the business men trying to tell the public what they have to sell, and explaining in detail why it is to the people's advantage to buy from them. And do the people read the advertisements? The answer is to be found in the crowds which are to be seen in the stores that make advertising a habit.

Regular, consistent, truthful advertising—advertising that contains real news about your business—opens the door to business success when nothing else will. Advertising has paved the way to some of the biggest fortunes that have been made in America. Advertising, persisted in, is bound, by the law of attraction, to bring prosperity in the end to the man who does the advertising.

Advertising is only business news. It is telling the people what you have in your store, and why they should buy it. Advertising is telling the people all about your goods, just as you would tell them personally if they should come to your store and ask about them—only you can tell so many more people with so much less effort through the magic power of newspaper advertising.

Advertising brings supreme rewards in the small town just as well as it does in the big town. If the merchants of Liberty were to begin to show people, through regular, consistent advertising, that they can supply their needs as well as can the city merchants—then the people of Union County would as soon, and rather, come to Liberty to trade as to go to Richmond or Cincinnati.

It all lies in letting people know. When they know, they will act on their knowledge. Just as long as Liberty business men keep the people in the dark—refuse to tell them what they have on their shelves—just so long many of the people of this county will stay away from Liberty and do their trading where the merchants do impart this information.

What is the use of having shelves loaded down with goods that people know nothing about—that you have never told them you have? Why should any merchant just wait for somebody to come in and ask if he has so and so? Wouldn't the people come in much sooner and oftener if they were told through their home papers that the merchant has what they want?

The Express will venture to say that there are, in every store in Liberty, goods of the greatest value that remain unsold and uncalled for just because the people have no idea that the merchant has the goods in stock. The best way in the world for the merchant to move these goods is through the power of publicity.

Don't keep goods lying on your shelves without letting anybody know they are there! It doesn't pay. It is far less expensive to move them right out through the power of regular newspaper advertising. Through the newspaper you can speak to hundreds of people by a single effort—people you would never have the chance to speak to, otherwise. Through advertising you can continually attract new customers to your store—you can broaden your patronage wonderfully.

The Liberty Express is at your service week in and week out—it is the most serviceable medium of publicity for you. We will gladly write for you forcible, convincing advertisements that will pull trade your way, if you will allow us.

Just give us the opportunity and we will prove to you the truth of our contention that advertising, persisted in with clock-like regularity, will bring you hundreds of dollars of new business in a year's time.

Advertise regularly for one year, and then compare it with a year in which you did not advertise regularly. Then you will know that newspaper advertising is the best business investment in the world.

**Convince People You Are Awake and
WANT THEIR TRADE**

BREAD BAKED IN
DIFFERENT WAYS

Whatever Method Is Used Resulting Loaf Should Be Appetizing and Wholesome.

LARGEST SINGLE FOOD ITEM

Some of Points Which Cause Failure Are Wrong Selection of Materials and Utensils—Essentials Are Urged by Specialists.

(Prepared by the United States Department of Agriculture.)

Bread is the largest single item of food in the diet of the great majority of people, and of the staple foods probably no other can be so easily spoiled in the preparation. Some women, after a few failures in bread making, give up the attempt and buy their bread. Very many of us are partial to home-made loaf. In many localities it is necessary to bake bread at home. In others it is a convenience, and in very many it is done from choice. It is not difficult to make good bread, and it is worth while to learn to do so.

Some of the points which cause failure in bread making are the wrong choice of materials and utensils; lack of absolute cleanliness; carelessness in measuring the ingredients; poor methods of mixing and molding and improper care of the dough while it is rising; also wrong care of the bread while it is baking; or wrong care of the loaves after they are taken from the oven.

The necessary materials for bread making are flour, water, salt, and yeast. The materials occasionally used are milk, sugar, and fat. Good wheat bread can be made by a number of processes. Three recommended by the United States department of agriculture food specialists follow:

Short or Straight-Dough Process.
2 cups lukewarm milk, 1 cup liquid yeast, 1 cup water or a 2 teaspoons salt, mixture of the two. 2 tablespoons sugar. 1 cake compressed yeast, if used, 2 tablespoons or less.
1½ cups lukewarm milk, 6 cups or 3 pints water or a sifted flour.

Original bulk of dough, 1 quart; bulk when ready to be made into loaves, 2½ to 3 quarts. This will make 2 loaves.

Boil the water or scald the milk. Put the sugar and salt (and fat, if used) into a mixing bowl. Pour the hot liquid over it and allow it to become lukewarm. Mix the yeast with a little of the lukewarm liquid and add it to the rest of the liquid. If convenient, set this aside in a warm place, not over 80 degrees Fahrenheit, for 1 hour; if not convenient to set it aside, add the flour at once, putting in a little at a time and kneading until the dough is of such consistency that it sticks neither to the bowl nor to the hands. This requires



After the Baking Place Bread on a Rack in a Clean Place Where the Wind Can Blow on It.

about 10 minutes. Cover, and allow to rise 1½ hours at a temperature of 80 degrees; it may be better to set it at a lower temperature, but the lower the temperature the longer the time required for the rising.

Cut down the dough from the sides of the bowl; grease the hands slightly. Knead a little and set aside to rise again for 1 hour. With a good bread flour, the dough should treble its bulk in each rising. With a soft wheat flour, it should not rise much beyond twice its volume. Divide into portions, mold, and place in greased pans of standard size (1½ quarts). Allow to rise until a light touch will make a slight dent. With good bread flour this happens when the dough reaches the top of the pans. Bake 50 minutes in a medium hot oven.

Overnight Sponge Method.
Use the same proportions as for the short process, except in the case of the yeast, which should be one-eighth cake of compressed yeast, or 2 tablespoonsful of liquid yeast for each loaf. Use water rather than milk. In the evening mix the yeast with water, salt, and half of the flour, and beat thoroughly. Cover and place at a temperature of 65 to 70 degrees Fahrenheit, or that of an ordinary room. In the morning add the sugar and the rest of the flour and proceed as in the case of the short process.

How to Lower Your Meat Bills

Hints From the Department of Justice

HOUSEWIVES BUY LAMB AND MUTTON UNWISELY.

The Eat More Lamb campaign which is being conducted throughout the country at the present time before colleges, domestic science schools, women's clubs, various institutions, public schools, meat markets, etc., has brought before the general public the value of lamb as a food product, but especially has it demonstrated the value and economy of the cheaper cuts of lamb which have been neglected. It has been a contention of the retailer for years that a great part of the fore quarter—the neck, shoulder, shank and breast—must be sold at a loss or eventually reach the scrap or bonebox.

Some retail butchers bone out these cheap fore-quarter cuts, put them through the meat grinder, season them and mold them up into lamb patties, putting a strip of bacon around each one, leave them in the cooler overnight and sell all of them next day at good prices. Many butchers could sell more than they can supply. The butcher has thus turned into an asset or profitmaker that portion which has heretofore been considered a loss.

Steaks and roasts can be had from the shoulder, lamb rolls from the neck, breast and shoulder, and neck slices are obtained by cutting the neck in sections crosswise, so that the meat has the appearance of chops and is a very inviting dish when used as a stew or potted lamb en casserole. The cheaper cuts of lamb are made from the breast, shoulder, shank and neck which combined are about 18 per cent of the lamb.

Lamb is a healthful food for all people. It is very nutritious, wholesome and palatable and in caloric value it is equal or superior to any other meat.

The boned and rolled shoulder mentioned above is used for roasting purposes; it can also be cut to any desired weight or can be sliced into Saratoga chops.

United States government statistics tell us that each year the average housewife buys for every person in her household only about 5 pounds of lamb as compared with about 71 pounds of pork and 67 pounds of beef. If all American families used lamb one day a week it would mean more than 20 pounds of lamb annually per capita, or four times the present consumption.

More than that, the head of the family, who pays the bills, would no doubt

encourage purchasing the cheaper lamb cuts instead of merely a few chops at a time. A shoulder of lamb, being smaller than the average beef joint and less expensive, should appeal especially to small families.

The marketing expeditions should be an education in economy. It usually pays to shop before you buy.

It usually pays to do your marketing personally rather than telephone your order.

Lamb steaks and lamb chops take but a few moments to cook, but they are the most expensive cuts. As a lamb is not all chops and steaks, other and less expensive parts of the animal must be used and can be made into tasty dishes. Breast of lamb contains more meat than bone, yet it often sells for half the price of pork spare ribs, and some retailers on account of a limited demand for the fore-quarter cuts find it necessary to convert these cheaper cuts into sausage in order to sell them at all.

Lamb is a somewhat seasonable meat, by far the greater part of live lambs reaching the market during the latter half of the year. In the spring around Easter time, lamb may be as high or higher than other meats. In the fall and early winter it is nearly always much cheaper.

The following average prices compiled by the National Wool Growers' association from representative retailers throughout the country show comparative levels of the different meats in the fall season as they occurred in the middle of October, 1919. These figures are not applicable now, except that they emphasize a typical relationship:

Lamb—Leg, 37 cents; loin, 44 cents; shoulder, 27 cents; rib chops, 46½ cents.

Sheep—Leg, 29 cents; loin, 28 cents; shoulder, 16½ cents; chops, 35 cents.

Pork—Loin, 43 cents; fresh ham, 35 cents.

Beef—Sirloin, 45 cents; porterhouse, 48 cents; tenderloin, 50 cents; round steak, 38 cents.

These prices were for the best-quality meats in all cases.

Mutton Stew With Barley.

Cut meat from neck or breast into small pieces. Put in kettle with water to cover. Use about 1½ cupsful water to a pound of meat. Add onions, carrot, salt and pepper. For each pint liquid add 1-3 cup pearl barley. Simmer gently two or three hours.

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