

# Job Work

## That Pleases



We please particular folks with our work because we're "on to the job." Our printing bespeaks individuality. It's superior because of the excellent type faces which we've installed. We make a specialty of high class work.

*It's Been*

*Handed to Us*

that we are expert printers. That we've had handed to us for 78 years.



*Holding Down*

*our Record*

and we are going to hold it as long as we do printing. It's a record worth while.



Won't you, try us on your next order? Come in and let us show you samples of work that we've done recently.

If you are going to need job work any time soon, now is the time to have it done, in order to avoid the rush later on. You will get better work by doing this.

We've Been Jobbers

# For 78 Years

And we're Still Jobbing.

## The Edgefield Advertiser,

### FOR THE AFTERNOON TEA

Delicious and Somewhat Uncommon Biscuits Are Those With Flavor of Walnuts.

Walnut Biscuits—Delicious and uncommon biscuits for afternoon tea may be made from the following recipe:

One pound of flour, four ounces of butter, the same quantity of sugar, one egg, and three ounces of finely-chopped walnuts.

Beat butter and sugar together, adding the egg, thoroughly whisked. Stir in the flour very gradually, working it into the other ingredients till all becomes a smooth yellow paste. Turn on to a floured board and knead in the walnuts with the fingers.

Roll out, cut into shapes with a fancy cutter, and make in a slow oven for half an hour.

Walnut Roll—Shell and skin four ounces of walnuts and chop very small, place one pound of icing sugar in a bowl, adding part of the white of one egg and a dessertspoonful of water. Stir vigorously, add part of the nuts, then more egg, proceeding in this manner till all the nuts are added.

Mix in five drops of almond flavoring, and turn the mixture onto a sugared board. Knead with the fingers and shape into a roll. Put away for several hours in a cool place till thoroughly set, then cut in slices and arrange on fancy dishes.

## HOUSEHOLD QUESTIONS

Spareribs should be parboiled before roasting.

Creamed cauliflower, served in green shells, is a pretty and tempting dish.

It is best to roast or pan chicken with the breast down. It will be more juicy.

For 15 cents you can buy a little device designed for sprinkling clothes evenly.

If a bag of sulphur is kept in the bird cage it will drive away lice in hot weather.

Left-over jelly of several different kinds mixed together can be used for cake filling.

Do not put salt in the water in which peas are cooked. It will cause the skins to crack.

When rubber gloves wear into holes try mending them with surgical adhesive plaster.

Try adding a leaf of spinach to water in which peas are cooked; they will keep a good color.

Rub brown sugar on a sliced ham before boiling it. The ham will have a delicious flavor.

### Maryland Fried Chicken.

Have the chickens dressed and on ice for at least twelve hours before cooking them. Dust each piece with salt and pepper and flour well. Have an iron frying pan half full of lard and smoking hot; then put in the chicken, cover and let cook for half an hour, turning from time to time. When tender, and a rich crisp brown, pour the fat from the pan and add a large tablespoonful of butter and let brown; then stir in a tablespoonful of flour and stir smooth. Pour in a cupful of rich milk or thin cream and stir and cook until you have a smooth, creamy sauce. Season to taste with salt and pepper. Arrange the chicken on a heated platter with fried strips of cornmeal mush around it; add a little curly parsley, and serve the sauce in a separate dish.

### Washington Pie.

One-quarter cup butter, one cup sugar, two eggs, one-half cup milk, one and one-half cups sifted flour, one rounding teaspoon of baking powder. The way in which this is put together is a little unusual, but if you can follow the directions I think you will be pleased with the result. Cream the butter and sugar by hand, add the eggs one at a time and slap them in by hand. Then use a spoon and add milk and most of the flour and beat well. Add the baking powder sifted with a little of the flour, and do not beat much after adding it. This makes a fine-grained, light cake.

### Rhubarb Wine.

Put the stalks through a meat chopper. Measure five pounds and add a gallon of cold water, a half-ounce of gelatin, and the grated rind of a lemon. Let stand three days and then add three pounds of sugar. Let it ferment as long as it will, filling up for evaporation. Bottle and seal.—Suburban Life.

### Flavoring Bouquet.

A kitchen bouquet for flavoring soups can easily be made. Take a few sprigs of parsley and wrap them around pepper corns, whole cloves, a bay leaf and other herbs that are at hand. Tie up tightly. This can be removed from the soup without trouble.

### Apple Custard Pie.

Peel sour apples, stew until soft and not much water left and rub through a colander. Beat three eggs for each pie to be baked and put in at the rate of one cup butter and one cup sugar for three pies, season with nutmeg and bake as pumpkin pies.

### Chocolate Raisins.

Seeded raisins dipped in melted sweet chocolate are very nice. If you wish to do a candy stunt get the big table raisins and seed them carefully without breaking them off the stem. Then dip each one in the chocolate.

### MADE WITH RHUBARB

SUGGESTION THAT WILL IMPROVE PIES AND TARTS.

Use No Water in the Preparation of the Plant—Cobbler a Special Luncheon Dish That Has Few Superiors.

Rhubarb is one of the spring's blessings. Its list of health-giving possibilities is almost endless, and its advocates as the giver of beauty are numbered by scores.

Pies and tarts of rhubarb are old favorites. There is a good deal of difficulty experienced in making them because of the fact that rhubarb is generally so juicy that it soaks the under crust. To lessen the amount of juice do not use any water in the preparation of the rhubarb. Cut the stalks, after they are washed, dried and skinned, in half-inch lengths, cover them with sugar and put them in the crust. There can be two crusts, or the top of the pie can be barred with pastry.

When making rhubarb tarts prepare the rhubarb with the crusts separately. Bake crisp crusts in muffin rings. Wash, dry and skin rhubarb stalks, cut them into pieces and stew them slowly until perfectly tender with a very little water. Add sugar when they are taken from the stove, while they are still hot. Chill the rhubarb and at the last minute put it into the crusts.

Rhubarb cobbler, made without an under crust, of course, is a delicious luncheon dish for the devotee of rhubarb. To make it prepare a batter of a cupful of sour milk, a half teaspoonful of soda dissolved in a little cold water added to the milk, a tablespoonful of butter and enough flour to make a medium batter. Put rhubarb, cut in short lengths, in a pudding dish and sugar it generously. Then pour over it the batter. Bake it in a moderate oven. Serve it hot with boiled custard or sugar and cream.

Rhubarb pudding, which is a favorite with children, is made on the order of apple brown betty. To make it cut the rhubarb in pieces, put a layer of it in a pudding dish, cover it with sugar and then put a layer of bread and butter. Alternate layers of fruit and bread until the dish is done. Cover it and bake it half an hour, remove the cover and bake ten minutes longer. Serve with a hot sauce of any desired flavor.

### SHOULD BE WORTH TRYING

What is Known as Turkish Salad is Composed of a Vast Number of Ingredients.

Two tablespoons gelatin, three large cucumbers, one teaspoon onion juice, one cup boiling water, dash red pepper, one-half teaspoon salt, few sliced tomatoes, crisp lettuce leaves, one tablespoon vinegar, red mayonnaise and one cup cold water. Peel and slice the cucumbers, place in a saucepan with the cold water, bring to a boiling point and cook slowly until soft. Dissolve the gelatin with the boiling water, add onion juice, vinegar, seasonings and cucumbers. Strain and add a few drops green coloring pressed from boiled spinach leaves; then pour into a wet ring mold and chill thoroughly. When stiff, remove from the mold, fill the center with red mayonnaise and garnish with sliced cucumbers, tomatoes and lettuce leaves. The red mayonnaise is made by cooking a can of tomatoes; strain and cook the juice again until it is reduced to two table-spoons. When cold, add to the regular mayonnaise until the desired tint is obtained.

### Cleaning a Chenille Tablecloth.

Almost the only safe means of cleaning a chenille tablecloth will be by dry-cleaning it: Use a quart of bran or cornmeal, mixed with a handful of salt. Heat it in the oven without scorching it, then rub it well into all parts of the cloth just as with suds. Finally roll up with the meal scattered thickly over all parts and put into a closed box to stand for a day or two, then repeat the process and the second time should show a decided improvement effected in the cloth. For any stains or obstinate soil marks sponge with a little alcohol or benzine. This will greatly improve the cloth, though it may not make it like new.

### Red Cabbage and Celery Salad.

Have a fine and firm red cabbage, trim off all outside leaves, cut the inner portion into quarters and remove the stalks. Cut the rest into fine shreds and add to it, in the salad bowl, a head of celery cut into inch pieces.

Make a dressing by beating 1 egg, stirring into it gradually a tablespoon of salad oil, a tablespoon of red wine vinegar, a pinch of sugar and mustard, salt and pepper. Pour over the cabbage and celery, garnish with sliced gherkins and capers. A grating of cheese adds to this.

### Appetizing Side Dish.

One cream cheese, a gill of pure cream, a small jar of bar le duc jelly and a little paprika may be made into a charming looking little "side" appetizer for a chafing dish party. First the cheese and cream are beaten to a froth to form a puffy cake almost filling a soup dish, then a hole is dug in its center, is filled with bar le duc and finally the entire surface is sprinkled with paprika. To write about it takes longer than to make this side dish, but it lives long in the memory of those who have eaten of it.

## ADVERTISING TALKS

STORE MUST BACK UP ADVERTISING

Much Depends on Treatment of Customers—Why Some Publicity Fails.

By MAX BARNETT.

The fundamental principles of advertising, when systematically arranged, are a science.

The skill which you display in using the tools of advertising may be more or less artistic, but scarcely an art.

If you spend all of your time in advertising work, it becomes your vocation, your business. If part of your time, your avocation. The results of advertising are creative, immediately, accumulative, permanent or transient, according to the nature and character of the advertising you do.

Why Some "Advertising" Fails. How pitiful the merchant who says: "Advertising does not pay; I've tried one advertisement."

Or, the advertiser who is always grumbling at his results—because his spasmodic, intermittent, parsimonious efforts have not brought him a hundredfold in one year.

Advertising would indeed be a contemptible thing if such efforts could offset the intelligent, persistent, liberal, honest efforts of other concerns which for many years have kept everlastingly at it.

If by a few scattered advertisements, couched in verbose, extravagant language, you or I could tear down the good will that our neighbor has spent a quarter of a century and perhaps a million dollars to build up, advertising would become self-destructive, and there would be no advertising.

No, that is impossible. No matter how expensive and sharp a set of carpenter's tools you place in the hands of a child, he cannot build the magnificent edifices that adorn our cities.

But these same tools and materials, placed in the hands of men trained and experienced in their use, are the means of creating, of building the beautiful buildings we see on every hand.

Some fellow has said the greatest enemy advertising has is its name. That is true.

Why not write as you would talk? Why not get some real, warm-blooded, brotherly feeling into your advertising—some sympathy? Show your customers by your approach, your arguments, your conclusions, that you know him, his desires, his prejudices, his conditions of living.

Some so-called advertising is boastful, self-congratulatory. The place for such things is on a monument or tombstone, not in an advertisement.

Your age, length, time in business, capital, etc., do not interest your prospects except in so far as you use these facts to show how you can advance the interests of your customers.

Advertising is only about ten per cent. efficient because it is not fully believed.

A few days ago I noticed that about four or five stores in town were on that same day holding "The biggest sale New Orleans ever saw."

How could that be true? Something was wrong somewhere. And as this statement was, in each case, made in the headline, how far do you think most readers got with those advertisements or how much action did they create in those who did have the fortitude to wade clear through? Not much.

Advertising Only an Introduction. Much depends upon the treatment your customers receive when they enter your store.

Are your clerks efficient? If not, what is the matter? Are they paid enough? If not, pay more.

Don't they know about the goods? If not, instruct them. You can get better results by pulling than by pushing in business.

Encourage constructive criticism. Hang up a suggestion box. Hold meetings of your entire force and talk over matters of store policy, advertising, etc.

Show sympathy and encouragement; reward the meritorious, but if they won't learn, or refuse your co-operation, "fire" them.

One gum-chewing, inattentive, ignorant six-dollars-per-week clerk can offset and kill \$600 worth of advertising in about six seconds. Brains are valuable.

The results from advertising are like a dainty, timid, tin flower just peeping above the ground. A ruthless hand, the hurling of a rock, the tread of a heel—any or all of these things will kill it instantly.

So with the partly formed determination of your prospects to purchase your goods. They enter the store. If conditions are favorable, if things are attractive, they buy. If not, they leave, and no amount of advertising can bring them back.

Time the Great Pacifier.

No matter how great the pain, time will eventually soften it.—Florida Times-Union.