

**Another Royal Suggestion
Biscuits and Cinnamon Buns
From the NEW ROYAL COOK BOOK**

BISCUIT! So tender they fairly melt in the mouth, and of such glorious flavor that the appetite is never satisfied. These biscuits anyone can make with Royal Baking Powder and these unusual recipes.

Biscuits
2 cups flour
4 teaspoons Royal Baking Powder
1/2 teaspoon salt
1/2 tablespoons shortening
1/2 cup milk or half milk and half water

Sift together flour, baking powder and salt, add shortening and rub in very lightly; add liquid slowly; roll or pat on floured board to about one inch in thickness (handle as little as possible); cut with biscuit cutter. Bake in hot oven 15 to 20 minutes.

Royal Cinnamon Buns
2 1/2 cups flour
1 teaspoon salt
4 teaspoons Royal Baking Powder
1/2 tablespoons shortening
1 egg
1/2 cup water
1/2 cup sugar
2 teaspoons cinnamon
4 tablespoons seeded raisins

Sift 2 tablespoons of measured sugar with flour, salt and baking powder; rub shortening in lightly; add beaten egg to water and add slowly. Roll out 1/4-inch thick on floured board; brush with melted butter, sprinkle with sugar, cinnamon and raisins. Roll as for jelly roll; cut into 1/2-inch pieces; place with cut edges up on well-greased pan; sprinkle with a little sugar and cinnamon. Bake in moderate oven 30 to 35 minutes; remove from pan at once.

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**BEAR HEAVY LOAD 400 CHAPTERS
ARE READY FOR
4TH ROLL CALL**

Some of the Trials of Present-Day Executives.

Man Who Complained That There Were No Efficient People in the World Had Some Excuse for His Bitterness—Trouble is Moral.

Several years ago, when I had just been promoted to my first real job, I called on a business friend of mine. He is a wise and experienced handler of men. I asked him what suggestions he could make about executive responsibility, writes Bruce Barton, in the Red Book.

"You are about to make a great discovery," he said. "Within a week or two you will know why it is that executives grow gray and die before their time. You will have learned the bitter truth that there are no efficient people in the world."

I am still very far from admitting that he was right, but I know well enough what he meant. Every man knows, who has ever been responsible for a piece of work or had to meet a pay roll.

Recently another friend of mine built a house. The money to build it represented a difficult period of saving on the part of himself and his wife; it meant overtime work and self-denial, and extra effort in behalf of a long-cherished dream.

One day when the work was well along he visited it, and saw a workman climbing a ladder to the roof with a little bunch of shingles in his hands. "Look here," the foreman cried, "can't you carry a whole bundle of shingles?"

The workman regarded him sullenly. "I suppose I could," he answered, "if I wanted to bull the job."

By "bull the job" he meant "do an honest day's work."

At 10 o'clock one morning I met still another man in his office in New York. He was munching a sandwich and gulping a cup of coffee which his secretary had brought in to him.

"I had to work late last night," he said, "and meet a very early appointment this morning. My wife asked our maid to have breakfast a half hour early so that I might have a bite and still be here in time."

"When I came down to breakfast the maid was still in bed."

She lives in his home and eats and is clothed by means of money which his brain provides; but she has no interest in his success, no care whatever except to do the minimum of work.

"The real trouble with the world today is a moral trouble," said a thoughtful man recently. "A large proportion of its people have lost all conception of what it means to render an adequate service in return for the wages they are paid."

He is a generous man. On almost any sort of question his sympathies are likely to be with labor, and so are mine. I am glad that men work shorter hours than they used to, and in certain instances I think the hours should be even shorter. I am glad they are paid higher wages, and hope they may earn still more.

But there are times when my sympathy goes out to those in whose behalf no voice is ever raised—to the executives of the world, whose hours are limited only by the limit of their physical and mental endurance; who carry not merely the load of their own work, but the heartbreaking load of carelessness and stolid indifference in so many of the folks whom they employ.

Perhaps the most successful executive in history was that centurion of the Bible.

"For I am a man of authority, having soldiers under me," he said. "And I say to this man go, and he goeth; and to another, come, and he cometh; and to my servant, do this, and he doeth it."

Marvelous man!
The modern executive also says, "Go," and too often the man who should have gone will appear a day or two later and explain, "I didn't understand what you meant." He says, "Come," and at the appointed time his telephone rings and a voice speaks, saying, "I overslept and will be there in about three-quarters of an hour."

Sugar Hog Punished.
A man who came out of the drizzling rain into a Cincinnati lunch-room late at night and ordered a cup of coffee and two rolls, complained when he got check for 14 cents, saying that the bill of fare said that coffee was 6 cents and rolls 4 cents. The proprietor explained that there was a charge of four cents, because the man, sweetening his coffee, was too free with the receptacle that discharges one spoonful of sugar when inverted. "I watched you," the proprietor said. "You dumped five spoonfuls of sugar in your coffee."

Planting Trees on Prairies.
In order to demonstrate to farmers on the plains the advisability and feasibility of planting trees on the prairies of the West, the Canadian Forestry association is sending a demonstration car on a tour of the three western provinces. A railway coach is being fitted up with a moving picture outfit, lecture hall, and a miniature nursery. The car will travel over the bulk of the western railway lines.

Czecho-Slovakia.
The new republic of Czecho-Slovakia has an area of between 50,000 and 60,000 square miles and a population of 12,500,000.

Rivalry Keen Among Southern Towns To Get Quota Of Red Cross Members First.

Atlanta, Ga. Nov.—More than four hundred chapters of the American Red Cross and about three hundred chapter branches are organized in the southern division for the Fourth Red Cross Roll Call, November 11-25.

"By organization is meant that these chapters and branches have chairmen, committees and the enthusiasm to make the Fourth Roll Call a sure success in their communities," said J. L. McMillin, southern division manager of the Red Cross, today.

"We have reports from every one of them that they are only awaiting the date to begin the campaign. First the workers themselves will renew their memberships in the Red Cross. Then every old member will be called upon to re-enlist under the Red Cross banner. After that, every effort will be made to get in the territory of each chapter as nearly a one hundred per cent membership in the Roll Call as it is possible to get."

The southern division includes the five states of Georgia, North Carolina, South Carolina, Tennessee and Florida. Last year the division, for its population, made as fine a record as any part of the country in enrolling Red Cross members. This year it is the eager purpose of every chapter to put the southern division on top again.

A friendly but keen rivalry exists among the various chapters to be the first to report that their quotas are secured. A different system has been used this year in assigning quotas to the various chapters. Instead of determining the quota for the division first and then dividing this out among the various chapters, each chapter carefully estimated the amount of money needed to finance its needs and its plans during the coming year. The chapter's quota was then based on this amount, and the quota for the entire division made up from the various chapter quotas.

Thus, the Roll Call this year is more than ever a local proposition in each community. When local people subscribe to the Red Cross, they are subscribing to meet local needs, and for every dollar paid for membership in the Red Cross, fifty cents will be kept by the local chapter to finance its plans for next year. The other fifty cents goes to national headquarters, to maintain the national work of the Red Cross.

"We challenge every other chapter in the southern division to beat our Roll Call record," wrote one Roll Call chairman in North Carolina. "We intend to be the first 'over the top', for we are laying our plans to get our full quota of members early in the morning of November 11."

This spirit is typical of the way the vast majority of chapters are awaiting the Fourth Roll Call. It is a rare exception where chapters are not thoroughly organized and plans worked out to secure the quota of members easily and quickly.

Hundreds of newspapers throughout the southern division will co-operate with the local Red Cross chapters to make the Roll Call a success. Speaking of the view with which most Americans regard the Fourth Roll Call, one Atlanta paper already has called upon Atlantans to join the Red Cross in the following editorial language:

"The Red Cross Roll Calls are not 'drives', not attempts to raise large sums of money for untried causes, but they are institutions in the nation's life, the one time of the year when the American people, old and young, are asked to renew their memberships in the organization that is so expressive of the national spirit and so great a benefit to the nation as a whole."

"The American Red Cross is different in this respect from the Red Cross of other nations, in most of which it is maintained by large contributions from the wealthy. The American Red Cross is essentially democratic. It was founded by the American people. They maintained it for nearly forty years. In the war, thousands of them found in it the opportunity to serve they so ardently sought."

"So, today, the Red Cross belongs to the American people. It gives them the chance they all want in their hearts to do some good in the world. Singly, their dollars for memberships might amount to little; but matched by millions of other dollars from every part of the country, they become a mighty factor in caring for our soldiers and sailors; looking after the interests of the wounded and maimed of the war; safeguarding the discharged service man and his family; doing the same thing for thousands of unfortunate civilians; bringing public health nursing and good health to hundreds of communities; training our boys and girls in the way they should go; doing many other things that enter into the peace-time program of the Red Cross which, in the two years since the signing of the armistice, has been demonstrated to all as one of the finest agencies for public welfare in the life of the country."

"That is what Red Cross membership dollars can do. It would seem that no American citizen, with the good of his country and his own community at heart, would refuse to join."

In Zealand the girls and women all wear full long black skirts, white caps, tiny gold spirals, coral beads and aprons.

Kurdish women are particularly attractive. They go unveiled and they have the straight, direct look of the men.

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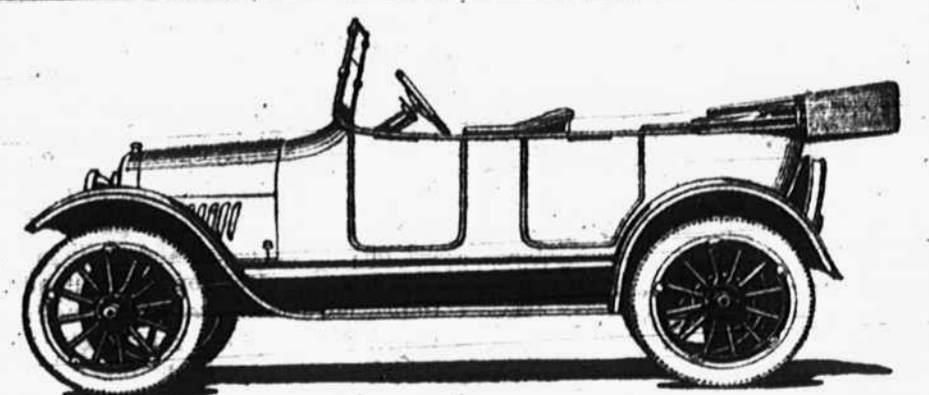
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Since the incorporation of the Permanent Blind Relief War Fund in 1916 no less than \$1,706,314.44 has been collected by the organization. The membership at present exceeds 17,000.

It is figured that it will take three years before a soldier can be considered 100 per cent efficient after having gone through every phase of soldiering in the National Guard of the United States.

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