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THE SHERER-IZED STORE



"I'm running a Sherer-ized store. I wouldn't go back any more, for a crowd of fools, in the way of our folk, to the copper old methods of poor."

"You ask, 'what does Sherer-ize mean?' Well firstly, it's making things clean; in a Sherer-ized store there's no junk on the floor; no dirt or disorder is seen. The goods are protected from flies; the mice do not roam at the price; the rat never gnaws at the shakes pulled rods, and the cat doesn't roam on the cheese. The goods that a customer buys aren't spoiled by the freeloader first, and his money can't be used for anything but his own use."

"Falls come to my Sherer-ized store, and when they have looked the place over, they remark, 'Gee Whizz! How delightful it is! We've been making like it before!' The customer cheerfully spends when from my point of view,

he gives me a knock, but doesn't go in, my Sherer-ized store to his friends."

"Oh, how many Sherer-ized shops, country's always on top; for things are at hand, at my instant command. I don't care to trot till I drop. The goods are in sight of the scale, I am waiting no time in a sale; I gather and smile in the old fashion style, as I merrily take in the sale."

"The problems that bothered my brain, and drove me three-quarters insane, in the times that are past, have been settled at last; the word 'Sherer-ize' will explain. The problem of financial waste, the problem of needless waste, and the thousand more, of the grocery store, have all from my door, been soon chased."

"In running a Sherer-ized store, I don't tear my hair any more, I don't spend my time on my whiskers and ears, or spend my nights waiting the floor."

us that he set a dozen trees out three years ago and that they are now loaded with five or six bushels of choice peaches to the tree. The way these extra early peaches are selling, these dozen trees will bring Mr. Welsh close to \$30 per tree. He tells us that he has a large acreage of peaches and other fruit coming into bearing next year. He understands the proper spraying and fertilizing of fruit and will no doubt have a very valuable orchard within a few years. He expects to buy enough stock to heat his orchard next year and thus guard against the possibility of frosts.

Holton, Kansas.

June 9, 1910.

Thomas Huskey, Sr.
Marble Hill, Mo.

Dear Mr. Huskey—I was pleased to get your letter of a week or so ago and am in hopes that you will write more frequently in the future than you have done hitherto.

Was glad to learn that my other letter was published because some of my old Holinger county friends may be interested in what it told about my daughter's fate. Gradually the veil is being lifted from what transpired at Urumia after the great exodus of refugees early last August. A Miss Ellis, with whom Lenore lived during the second Turkish occupation of the city and at whose house she died, tells more of the particulars in a letter received a few days ago. She says that she is truly glad that Lenore was not sent out with those 85,000 absolutely destitute fugitives, as had been considered at first, because she would undoubtedly have perished on that awful march, the horrors of which are just now becoming known.

The remaining station members cannot understand why the two most successful leaders, Dr. Shedd and Lenore, should be taken away when they were indispensable. Our daughter was easily the most forceful woman teacher and manager that station ever had. After only one year of language study she began teaching in Syrian and, a little later, also in Turkish, meeting with such success that she was made principal of Fiske seminary in 1912 and financial manager in 1913, although the older members of the faculty held her plans to be faulty, but she actually turned a deficit that the home office had been meeting annually into a surplus of over 3000 tomans at the close of the season in June of 1914, leaving the station fully provisioned for another year besides. The war, of course, upset all her arrangements since then, but there is no doubt that her methods will again be adopted when conditions become normal once more.

In one of her last letters she speaks of what she considered her greatest personal triumph. A wild, untamed Moslem girl had been brought to the station from the mountains of Kurdistan. She was morally sound and very bright mentally, but proved absolutely unapproachable at first because Christian (?) Armenians (Lenore said they are Christians only in name and act like ruffians) had killed all the other members of her family. I don't know how it was done, but Lenore gained her confidence and finally brought her into the fold.

The graduating class of 1918 consisted of eight very bright girls, some being Syrian and others Jewish or Mohammedan, but all earnest and sincere Christians at last. For the first time in the history of the station they were to appear in white dresses without the "chudra", the oriental face veil worn by all women of the near-East, even by the missionaries, in public.

Every stitch of clothing they were to wear at the occasion had been made by them in the sewing class

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Marble Hill, Missouri

taught by our girl and she looked forward towards the event with great joy, but the influx of those refugees spoiled all the plans made and the exercises were never held. Some of the girls, one of them a sister of Rabbi Esther, a member of the faculty, and one of the sweetest-faced girls I ever beheld, perished on that terrible march to Mosul on the Tigris and others died later on from malignant malaria, the disease to which their friend and teacher succumbed herself.

Friends admonish my wife and me not to grieve overmuch, but we cannot help being sad that in our daughter a tower of great strength and a mighty influence for good has fallen, yet we hold our heads high and feel intensely proud of having been blessed with such a child. I feel a little ashamed that I ever had the presumption to think that I have not lived entirely in vain. To be sure, I have tried to be an honorable man, a good citizen and kind neighbor, but all that is as nothing in comparison with what my daughter has done in her comparatively

short life of only 34 years. She can say with Paul, "I have fought a good fight; I have finished the course; I have kept the faith", and I have no doubt that the Lord, the righteous judge, has given her the promised reward. At the close of her farewell address to our Presbyterian congregation she said, "It matters not whether my life be long or short I shall be satisfied if I can, at the end, hear the Master's 'Well done'." The dear girl has had her heart's desire.

The day before her death a prayer meeting was held in her room and one of the members spoke of the glories of the Great Beyond. She leaned over toward Mrs. Ellis and whispered in her ear, "And tomorrow all these things will be mine." During the night she fell into a condition of semi-consciousness and went to sleep peacefully the following afternoon, surrounded by loving friends who laid her to rest in Dr. Coan's garden within the walls of the college compound. We have as yet no official notification of her death, but it is probably on the way

and will arrive shortly.

But I must close, lest I weary you with the recital of a story that may not interest you like it does us, her parents. If you should have this published, please send a copy to Prof. F. E. Burcham at Fayette, Mo. With best regards to you and yours, I am,

Very truly yours,
O. M. SCHORR,
(Published by request.)

Surgeons agree that in cases of cuts, burns, bruises and wounds, the first treatment is most important. When an efficient antiseptic is applied promptly, there is no danger of infection and the wound begins to heal at once. For use on man or beast, borozone is the ideal antiseptic and healing agent. Buy it now and be ready for an emergency. Sold by all druggists.

"Food is the fuel which furnishes the energy for all the bodily activities, as coal furnishes the heat to make the steam which drives the engine; but it does more than this—it also builds the body engine and keeps it in repair."

Southeast News.

Farmington News.

Roney and Nick Pritchett, John Haynes and Chas. Watkins of Doe Run are in jail on a charge of burglarizing the residence of W. H. Demler. The latter claims that goods to the amount of over \$200 were taken from his residence. Part of the goods have been recovered. The boys have made a statement to the prosecuting attorney implicating other boys for whose arrest warrants have been issued.

Greenville Sun.

Wheat harvest is on in full swing in Wayne county and from almost every section in the county comes reports that the crop is not turning out as well as was expected. We have made it a point to inquire of nearly every farmer we have seen during the last few days and practically all of them tell us the same story—a big crop of straw but only about half the crop of grain that they expected. In most cases the head is very short and the grain is not well developed. Too much rain

in May is thought to be the main reason for the shortage in this section.

Dunklin County News.

Parties that have visited Campbell during the last few days report that a start on the new oil well near that place was made Tuesday of this week. The promoters and the people in that locality have great confidence in the oil prospects, now that machinery has been installed powerful enough to go to a sufficient depth. A hole about six hundred feet deep has already been driven and experts say the indications are good for oil. A stop had to be made at that depth on account of having just an ordinary well drilling outfit with a capacity for only that depth. The new outfit will enable the prospectors to go as deep as 3,000 feet or until oil is struck.

Fredericktown Democrat-News.

A rather remarkable illustration of the possibilities of the fruit-growing industry in Madison county was given Monday of this week when Philip Welsh brought some ripe peaches to town. Mr. Welsh tells

Will Mayfield College

begins its next term on the
**First Monday In
September**

We expect the greatest term in
all the history of the school.