

POSTAL IMPROVEMENT WEEK IS OBSERVED

May 1 Sees Inaugurated First General Campaign of Kind in Service.

Without the Postal Service, business would languish in a day, and be at a standstill in a week.

It is the biggest distinctive business in the world and it comes nearer to the innermost interests of a greater number of men and women than any other institution on earth.

"Postal Improvement Week" has been set for May 1, by the Postmaster General. This is the first general campaign of its kind in the Postal Service for several decades.

If you have any complaints of poor service make them to your postmaster. He has instructions to investigate them and report to the department.

COURTESY

It sticks in human relations like postage stamps on letters. The POST OFFICE DEPARTMENT expects it to be used by its postmasters and employees in dealing with the public.

Help them in its use beginning with POSTAL IMPROVEMENT WEEK, May 1-6, 1922.

THANK YOU

WITHOUT STREET ADDRESS YOUR MAIL IS DELAYED AT OFFICE OF DELIVERY

The Dead Letter Office has been in existence ever since Ben Franklin started our postal service. Even then people addressed mail to Mr. Ezekiel Smithers, "Atlantic Coast," and expected Ben to know just where Zeke lived.

Perhaps they had Zeke's address in letters up in the garret, maybe a chest full of 'em, but then it was easier to let Ben hunt Zeke. Today people are addressing letters to John Smith, New York, N. Y., or Chicago, Ill., thinking Uncle Sam can locate him, which is just as incomplete as was Zeke's address of yore.

Trinidad Col.

How do you expect the Postal Clerk to know whether you mean Trinidad, California, or Trinidad, Colorado? ALWAYS SPELL OUT THE NAME OF THE STATE IN FULL IN THE ADDRESS.

"MORE BUSINESS IN GOVERNMENT"

This apt phrase was used in President Harding's first message to Congress and applies particularly in postal management where postmasters are being impressed with the fact that they are managers of local branches of the biggest business in the world.

HERE COMES A STRANGER!

Let's make our post office look neat. Mr. Postmaster. Straighten up the rural letter box, Mr. Farmer. Tidy up some, Mr. Rural Carrier. First impressions are lasting. Maybe Mr. Stranger, taking notice of these improvements, will come back, bringing you benefits. Start these with "POSTAL IMPROVEMENT WEEK" May 1-6.

HUMANIZING THE POSTAL SERVICE

"There is no unimportant person or part of our service. It is a total of human units and their co-operation is the key to its success. In its last analysis, postal duties are accommodations performed for our neighbors and friends and should be so regarded, rather than as a hired service performed for an absentee employer."

SCHOOL DAYS



Mother's Cook Book

"Our broad fields we plowed, we harrowed and sowed; We toiled on together in fair and foul weather; Our labor was blessed; now sweet is our rest."

GOOD RECIPES WORTH KEEPING

A GOOD sunshine cake is one which even the lovers of angel food will like.

Sunshine Cake.

Take one cupful of butter, two cupfuls of sugar; cream the butter, adding the sugar a spoonful at a time until all is used. Beat the yolks of eleven eggs until very light and creamy. Beat with them the sugar and butter, adding the egg a spoonful at a time.

Filling.

Scald one cupful of milk, add two tablespoonfuls of sugar, mixed with one tablespoonful each of cornstarch and flour, a pinch of salt, cook until smooth and thick, then add the juice and rind of a lemon and one tablespoonful of butter—the butter added while hot, the lemon rind and juice when cool.

Standard Cookies.

Take one-half cupful each of lard and sugar, using the light brown; add the yolks of eight eggs well beaten and one-half cupful of milk, four cupfuls of flour and three tablespoonfuls of baking powder. Mix well, add one teaspoonful of lemon juice. Mix and roll thin, sprinkle with sugar and bake in a moderate oven.

Apple Snow.

Steam three large tart apples and rub them through a sieve. Beat the whites of three eggs until stiff, add one-half cupful of sugar and beat again. To this meringue add the apple pulp and beat lightly. Dot with jelly and serve.

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KIDDIES SIX By Will M. Maupin

THE OPEN SEASON

APRIL now, and I must take Rod and reel and hunt a lake; Tramp the shore light-hearted, glad; Cast out 'neath some lily-pod, Fill my lungs with clean ozone, Lift my voice in lusty tone; Watch the white clouds sailing high 'Cross the blue of April's sky.

April now, my desk is clean; Trees and grass are showing green; Tang of springtime in the air—Good-by, now, old office chair! Off I lay life's weary load And go tramping down the road—Down the road between the trees, Drinking deep the April breeze.

April now, and field and stream Bathed in April's golden gleam Bid me up and haste away Where the sunbeams dance and play. Out from dusty, dreary mart, Close to Mother Nature's heart, Out where springtime wakes anew 'Neath the April sky of blue.

April now, and songbirds wake Echoes from each bough and brake. Green the grass beneath my feet, Flowers spread their odors sweet; Out across the field and fen, Onward through the woodland glen, Where the long, black furrows lie 'Neath the sheen of April's sky. (Copyright.)

Uncommon Sense By JOHN BLAKE

BY-PRODUCTS

THE Standard Oil company has found a way to utilize all the residue from the distillation of petroleum. Gasoline, now one of the chief products of the concern was once a by-product. All the coal tar derivatives, from which many drugs and medicines are made, are by-products. So are paraffin, candles, and hundreds of other articles in every day use.

The Standard Oil company is a big concern. It has thousands of technically trained experts at work for it. It has plants all over the world—the biggest plants of the kind in existence. Such an institution can well afford to go into the business of making by-products, and to expend a part of its almost limitless energies in getting all that is possible out of the crude oil which flows from its wells.

But the business of developing by-products is for a corporation, and a big one—not for an individual.

You may fancy that you can throw off by-products easily as you do your daily work. You may believe, if you are a bookkeeper that by spending a few nights writing moving picture scenarios you will be able to utilize all your brains, instead of part of them. If you are a young professional man, with little to do, you may imagine that you can take up novel writing, or acting, or bridge playing as a side line, and thus get rich while you are waiting for success in your profession.

It is possible that you will get rich at one or the other of these things. But if you do, it will be because you have dropped your profession and devoted yourself to the by-product.

Anthony Hope, who wrote "The Prisoner of Zenda" was trained as a barrister, but he had no briefs, and wrote stories to while away the hours he was waiting for clients. He succeeded as a novelist, because he was born to write, but he stopped being a lawyer as soon as his first book was published.

In this world a man can learn to do one thing fairly well. The time he has is better spent on that one thing. Begin to scout around for by-products of your brain, and you will soon so scatter your energies that you do nothing well.

If you want to write "movie" scenarios, write 'em, but don't try to keep a set of books at the same time. It can't be done. The expert accountants who are making big wages today were all satisfied to spend all their spare time learning how to keep books better.

THE CHEERFUL CHERUB

The knowledge that will help us most Is gained by greatest pains—and yet I paid most pain for knowledge when I learned to smoke a cigarette.



ALTRUISTIC.

Mistress—Why are you leaving us, Norah? Cook—Well mum, me reasons a re unselfish ones. I want to give some other girl a chance at the joy of livin' with yes.

WOMACK

We are sorry to report that Mary Frances Lenz, who has been sick for some time, is no better.

Mr. and Mrs. Arthur Womack entertained the following guests on last Sunday: Mrs. N. C. Moore, Mrs. L. A. Danieley, Mrs. G. W. Womack and R. N. Leigh.

Lee Kearn, who has employment at Flat River, visited his family here Sunday.

Johnny Tesreau, formerly of this place, and Mabel Heberlie, of near Avon, were married in Flat River last week.

Mr. and Mrs. Robt. McDuffie and son were guests of Herbert Ellis and family Sunday.

Wm. Cartee, of Flat River, visited his family here Sunday.

Mr. and Mrs. Leon Womack and family moved last week from their farm here to Flat River to reside. This community regrets to lose these good people.

John M. Johnson and son, Paul, were in Fredericktown Tuesday. Albert Sands, of Libertyville, is visiting his grandmother, Mrs. J. W. Angel.

Mrs. Martha M. Hill died April 20, 1922, aged 36 years, 8 months and 15 days. She was married to James Hill Sept. 7th, 1907. To this union three children were born, one girl and two boys. The girl preceded the mother in death; the husband and two sons survive. Mrs. Hill united with the Christian church at Silver Post December 27, 1898, and lived a faithful member until death. She also leaves an aged father, W. H. Hines, and one sister, Mrs. Geo. Lenz; two brothers, Wm. Hines of Womack, and James Hines of Memphis, Tenn. This community extends sympathy to the bereaved.

Mrs. Stella Smith, of St. Louis, is visiting her parents, Mr. and Mrs. Wm. Cartee.

Guy and Perry Haney and Hershel Heberlie, of near Avon, were in this community Saturday evening.

Mr. and Mrs. John Hines were business visitors at Fredericktown last Wednesday.

Clarence Winebarger, of Avon, was a business visitor here Tuesday.

Wilbert Whitworth and family moved from the Waters farm to Joshua Hahn's farm last Tuesday.

Mrs. John Beard was guest of Mrs. T. J. Danieley last Tuesday.

Leo Johnson, of Libertyville, was in this community last Tuesday.

Leslie Caruthers and Mrs. J. T. Danieley are on the sick list at this writing.

Mr. and Mrs. E. A. Dalton were business visitors in Farmington Saturday.

J. E. Beard, of Farmington, was guest of his parents, Mr. and Mrs. John Beard, Sunday.

L. J. Womack, of Mount, visited his sister, Mrs. N. C. Moore, Sunday.

Henry Nations, John Hines and Henry Tesreau are attending court at Ste. Genevieve this week.

Mrs. Henry Tesreau and daughter, Flora, were guests of Mr. and Mrs. Harrison Hovis at Copper Mines over Sunday.

Mr. and Mrs. Aaron Hahn and children were guests of relatives at Flat River Sunday night.

J. R. Womack and wife and Mrs. Graham, of Fredericktown, were business visitors here Monday.

James Tucker, of near Libertyville, was in this community Tuesday.

Mr. and Mrs. Lawrence Womack, of Fredericktown, attended the funeral of Mrs. James Hill here last Friday.

Elizabeth Cowley closed a 7-months school here on last Friday.

Emery Tucker and Gus Vessels attended Mrs. James Hill's funeral here last Friday.

W. H. Hines, Sr., is seriously ill with influenza.

Thelma Hawthorn returned to her sister's, Mrs. Emery Tucker, after visiting her parents the past two weeks.

Mr. and Mrs. Wm. Lunsford and Mrs. Walter Lunsford, of Cross Roads, attended Mrs. James Hill's funeral here Friday.

Aaron Tucker, of Flat River, was guest of Mr. and Mrs. Geo. Lenz and family over Sunday.

Mr. and Mrs. Lon Hawthorn and little daughter and Mr. and Mrs. Lucas Lenz and baby were guests of Mr. and Mrs. Emery Tucker near Libertyville Sunday.

Mr. and Mrs. Aaron Hahn and Miss Onda Hahn, Paul and Corena Lenz, Fred Caruthers, and Henry Hawthorn attended the entertainment and pie social at Cross Roads school last Saturday night.

Geo. Tennon, of Bellview, was guest of Johnny Carleton Saturday night.

Emily Banes closed an 8-months school at Rockwood last Friday and returned to her home in Fredericktown Sunday.

CROSS ROADS

Mr. and Mrs. Jim King and three children spent Sunday afternoon at the home of Wm. Lenz.

Mr. and Mrs. Wm. Lunsford spent the week-end with their daughter, Mrs. Chas. Johnson, at Libertyville.

Mr. and Mrs. Frank Umfret and family, of Flat River, spent Sunday here with relatives.

Mrs. Tullock, of Fredericktown, is visiting her daughter, Mrs. Jim King, and family.

Mr. and Mrs. Lon Womack and daughter, Thelma, of Womack, passed through here last Wednesday enroute to Flat River.

Anna Meredith returned to her home here last Saturday after closing her school at Whitewater.

Mr. and Mrs. Walter Lunsford were Libertyville visitors Saturday.

Mrs. Henry Tesreau and daughter, of Womack, passed through here Sunday enroute to Fredericktown.

Mrs. Will Umfret, of Libertyville, spent Saturday night here with her parents, Mr. and Mrs. W. F. Pirtle.

The school here closed Saturday and an entertainment and pie social was given that night. Quite a large crowd attended.

Beulah Day and father, of Fredericktown, are visiting at the home of John Barron.

Stella Sands, of near Libertyville, spent Saturday night with her aunt

Embodying An Ideal of Service

IDEALISM combined with practical efficiency are the motives inspiring the 25,000 men and women who make up the personnel of the Standard Oil Company (Indiana).

The ideal of production is to create petroleum products as nearly perfect as is humanly possible. The expression of this ideal in tangible form has resulted in a vast and superlatively efficient service to 25 million people in 11 Middle Western States.

To perform this service our complete refineries are working 24 hours every day.

At the Whiting Plant alone the Standard Oil Company (Indiana) employs more than 3,500 people and has an annual capacity of

- 14,600,000 bbls. of crude oil
7,750,000 bbls. of gasoline
2,190,000 bbls. of refined oil
1,800,000 bbls. of lubricating oil
35,000 tons of refined wax
100,000 tons of asphalt products
14,000 tons of candles
2,500 tons of parowax
24,000 tons of grease

These plants are the visible expression of an ideal. To bring them to their present degree of efficiency required years of time, intensive training, wide experience and almost limitless resources.

The seven men who guide the affairs of the Standard Oil Company (Indiana) are planning constantly new methods and more ways to achieve greater effectiveness in serving the people depending upon the Company for petroleum products.

These men are working to perfect a complete service—first by manufacturing a maximum number of useful petroleum products and second by maintaining a complete system of distribution which shall carry these products to the consumer whenever and wherever he may have need for them.

Standard Oil Company (Indiana) 910 So. Michigan Ave., Chicago 2717

and uncle, Mr. and Mrs. W. F. Pirtle. Mrs. Frank Barron and two daughters, of Mine La Motte, spent Sunday here with relatives.

Aaron Tucker, of Flat River, spent Saturday night here with relatives.

Mr. and Mrs. Dalton, of Coldwater, visited friends here Saturday.

Mr. and Mrs. Robert Lanford, of near Rockcreek, spent Saturday night at the home of Mr. and Mrs. James Ferguson.

Mr. and Mrs. Lawrence Womack, of Fredericktown, passed through here last week enroute to Womack to attend the funeral of Mrs. Womack's brother's wife, Mrs. James Hill.

Clyde Hicks was a Fredericktown visitor Monday.

Mr. and Mrs. Oda Wright and little daughter, of near Rockcreek, spent Sunday with her father, A. J. Kennon, and family.

Those from Womack who attended the entertainment here Saturday night were: Corena Lenz and brother, Edith Darr and brother, Aaron Hahn and Henry Hawthorne.

Hershel Heberlie, of ear Coffman, attended the entertainment and pie social here Saturday night.

Orval and G. B. King visited relatives at Brunot Saturday night.

BRIGHTSTONE

A crowd of young folks from here went to Silver Dam Sunday.

Born to Mr. and Mrs. Geo. Weigenstein, April 23rd, a daughter.

Dick Wells and family, of Farmington, visited his parents here Sunday.

Mrs. Chas. Wells returned home from Farmington last Wednesday.

E. J. Fischbeck visited at the home of Walter Blanton on Village Creek last Friday.

Mr. and Mrs. Henry Sebastian, of Fredericktown, visited their daughter, Mrs. Wm. Kessler, last Sunday.

Everybody seems to be busy trying to plant gardens.

Ernest Moore and family, of Cross Roads, have moved here in our neighborhood.

Tom Lee has bought the Jack O'Bannon farm and has moved there.

The entertainment and box supper at the German school was well attended. The pupils gave a nice program, which was enjoyed by all present.

SUGAR GROVE

"Bussie" Williams, of Farmington, visited his grandparents, Mr. and Mrs. E. G. Williams, last Saturday.

Mrs. Maud Hartshorn is on the sick list.

Miss Addie Hornstein, who has been visiting relatives in St. Louis the past two weeks, returned home Sunday.

Mr. and Mrs. Alex Moore, of Farmington, visited with her sister, Mrs. E. H. Perkins, and husband Saturday night. On Sunday the two sisters and husbands visited another sister, Mrs. John Gossett.

Mr. and Mrs. Louie Horton spent Sunday at the home of his brother, John Horton, of Three Rivers.

Walter Cleve and sister, Miss Mildred, made a trip to Farmington Monday.

Earl Grimes returned to the home of his step-father, Charles Hornstein, after a two-weeks visit with relatives in St. Louis.

Mr. and Mrs. E. G. Williams, Mrs. Maud Hartshorn and sons, Elgin and Glenn, and Miss Maggie McHenry, attended church in Farmington Sunday night.

A. J. Perryman was a Farmington visitor Sunday afternoon.

Mrs. Harry Noltkemper and daughters, Bernice and Grace, visited Mrs. Henry Hahn Tuesday.

Mrs. Lucy Martin and Roscoe Zelman spent Sunday at the home of T. F. O'Bannon.

Mr. and Mrs. Henry Niedert and son, Herman, and Mrs. John Haynes visited at the home of Wm. Nidert, of Elvins, Sunday afternoon.

Zelma Schilling, nine-year-old daughter of Mr. and Mrs. Joe Schilling, received an honor certificate for being neither tardy nor absent from school the past two years. A good record for a child of that age, considering the distance of over a mile walk twice a day through all kinds of weather.

Miss Mary Gloss visited Miss Blanche Pinkston Saturday night.

John Davis left here for Kansas Monday, where he expects to spend the summer.

Mrs. Lucy Martin and Mrs. John Haynes spent Monday afternoon at the home of the former's sister, Mrs. John Gossett.

Mr. and Mrs. E. E. London returned to their home in St. Louis after spending a week with their parents, Mr. and Mrs. Howard Haynes of this place, and Mr. and Mrs. Wm. London, of Farmington.

George Cave Haynes went to Ste. Genevieve Sunday to see the Mississippi river, which has been on a rampage for several days.

John Haynes is building a new garage for John Williams, the old one having been destroyed by the recent storm.

Stanley Haynes and Miss Addie Hornstein spent Tuesday evening at the home of Mrs. Lucy Martin.

The Planters HOTEL SAINT LOUIS EUROPEAN PLAN Extends Courteous Hospitality and Service Room with Bath \$2.50 up without \$2.00 up This Building its Fourth Home has been Thoroughly Modernized MEVERELL L. GOOD, General Manager DICK WALTER-DWOOD-CRIS, Asst.