

# DIRECTORY HELPS BUSINESS

Bell Telephone Directory a  
Valuable Book.

## IN GREAT DEMAND.

There Will Be an Issue of More  
than 200,000 Copies of New  
Book in October.

The constantly changing demands of modern commercial life in its steady onrush toward more and better business is developing new tools, novel ideas, and forces appropriate to the innovations which are constantly being adopted because of their real producing power.

Sometimes the business world fails to realize the growth of some of these innovations; often it scarcely understands their power and frequently it does not put them to their fullest use. Everyone knows about the telephone and its wonderful development in a little more than thirty years. Everyone realizes that without its powerful aid modern business would lag woefully—the day would be entirely too short to accomplish the volume of affairs—even social life would be practically at a standstill.

But there is another lesson to be learned from the example of the ever present useful Bell telephone—that is, the growth of one of the "by-products" of telephone service—the telephone directory, so called, and the diversity of ways in which it is now being used. Many persons must remember when the directory was but a small folio, and in the smallest town, just a card sufficed.

If one wants to know what product a certain firm sells or manufactures the telephone book has it down in the listings. These and thousands of other references are made daily.

The Bell company estimates that the Philadelphia directory is consulted 1,000,000 times a day for telephone numbers and general reference. It has now so become the recognized business register that the business man, upon referring to the Bell directory and failing to find a prospective customer's name listed therein, usually decides that he does not care to do business with him.

This reference value was one of the factors which brought about the general demand which opened the directory to advertisements.

Merchants and tradesmen realized that an advertisement in the directory will be seen at the psychological moment when the customer is in such proximity to the telephone that the telephone order follows in the natural course of events. In other words, the means of making a sale is always directly alongside the means by which the want is suggested.

A man who has studied commercial affairs from every standpoint wrote recently: "In retail trade telephone selling is not difficult. . . . The telephone jumps distance like seven-league boots, saves time, centers the customer's attention, brings business on stormy days and, when properly developed, yields a bountiful harvest, rich in golden profits."

It will be seen that he qualifies his statement by saying, "when properly developed." It would appear that there can be no better means of developing telephone trade than through the medium which is the telephone's partner and is always at hand to convey the suggestion of a telephone order.

The retail store has not been alone in appreciating the value of the directory in its business. The plumber, carpenter, electrician, painter, heaterman, roofer have learned the value of a telephone listing and a telephone directory advertisement. A great proportion of Philadelphia's 110,000-odd telephones are in residences—of course, better class homes. What more natural for the people in these homes to turn to the telephone directory for information when there is a job to be done around the house. It is a fruitful source of orders in this way also.

Just as it is deemed a misdemeanor, worthy of discharge, at the office to carry the telephone directory away from its station by the instrument, so in the home the telephone directory is kept in its regular place.

When the dictionary is somewhere among John's collection of adventure romances, and the atlas is lost in the storeroom where the children took it one rainy day to be used as a roof in a wonderful block castle, and other important books are in equally unlikely places, the pressure of constant use keeps the telephone directory where it may always be found without trouble. This gives this medium that stick-

tiveness which means a cumulative value for its advertisers because of its everyday use at home and at business.

The Philadelphia and vicinity directory has a circulation of more than 600,000 copies annually, and adding to this the number of smaller local directories issued in this vicinity, the total reaches far over a million copies annually. The forthcoming issue of the Philadelphia and vicinity directory which goes to press on October 1, will total somewhat more than 20,000 copies.

Three times a year this book, which is as accurate as a human agency can make it is compiled, printed and distributed. Primarily it is published as a directory of Bell Telephone subscribers, but many are the uses to which it is put. Its value as a reference book from the fact that it is always accurate, because of its frequent reprint, is fully appreciated.

From a simple list of telephone subscribers the Bell directory has grown into a general reference book, which is held in the greatest esteem by all who take advantage of the information it contains. It is a complete list of business houses and contains the names of all the better classes of residents besides.

If a correct address is wanted nowadays, we look in the Bell telephone book. If we have forgotten the initials of some dealer, or the full name of some firm we ascertain either by consulting the directory. Have we lost track of a man and wish to again do business with him, he is easily found through the telephone listings. Is it necessary to ascertain the address of one of our customer's branch offices—the telephone directory will tell us at once.

A Bell Telephone official states that among other novel features of the forthcoming directory, the coupon page will be one which will arouse particular interest, and will be productive of good results both to the advertiser and the buying public. This will consist of a page on which a coupon will be printed supplemental to the advertiser's regular space page in which he will make some special offer upon the return of the coupon. This will assure the advertiser greater returns and will be an index to the directory's value.

## STORING EGGS FOR THE WINTER

"There were directions given in the News recently," said a Nutley woman, "for preserving eggs in salt. Another excellent way to put aside the eggs for winter use is to keep them down in a solution of water glass. The process is very simple. The water glass or silicate may be bought at a drug store for about twenty-five or thirty cents a quart. One cupful of this mucilage-like substance is added to nineteen cupfuls of boiled water. It must not be added until the water is perfectly cold.

"Take a good-sized crock. Wash it with soap and water and rinse well, so as to be sure it is perfectly clean. Into this put the eggs to be kept for winter use. These eggs should be as nearly fresh laid as possible. See that none of the eggs are cracked. Put them in the jar, covering them with the water glass solution. Fill the jar well with the liquid, and keep it covered in a cool place.

"It is perfectly feasible to add more eggs to the liquid from time to time, the only thing necessary being to see that the eggs are covered to the depth of at least an inch.

"When the eggs are taken out they will be a little sticky, but they are easily washed. Eggs packed in this way in the early fall we have found most satisfactory the following April. In fact, on subjecting them to the tests for fresh eggs they have measured up to the standard.

"So successful have we been in the matter of preserving eggs that several friends whom I have told of my method have bought crates of strictly fresh eggs and have put them down this summer to use later on."

### Gold Fish a Barometer.

The gold fish, which is distributed over nearly all parts of the world, is one of the most interesting members of the finny tribe. It apparently is very susceptible to atmospheric changes, and any one who takes the trouble to note its actions in the aquarium will be astonished to find that the beautiful little fish is a true prophet in matters relating to changes in the weather.

When an area of lower temperature, with rain or snow, is approaching, the gold fish remains nearer the surface of the water, while if clear, sunny weather is expected it will almost always be found near the center of the reservoir. This seems very strange, but a little observation will prove the statement to be correct.

## CEDARVILLE.

Cedarville, Sept. 15.—George Baker, of Tuckahoe, spent Tuesday with relatives.

Miss Lizzie Messick, of Rosenhayn, has been visiting her sister.

Mrs. Orva Hand, of Waterford, is spending some time with her grandparents, Mr. and Mrs. Wm. Jagers.

Rev. R. T. Stoltz, of Newport, was calling on friends yesterday.

Mrs. John L. Gandy has returned to her home in Bridgeton after visiting relatives.

The Ladies of the Baptist Church held a handkerchief bazaar Wednesday afternoon and evening.

Mr. and Mrs. Bagshaw and two children, of Harrisburg, are visiting at the home of Mr. and Mrs. Albert Sharp.

Robert L. Bateman was taken sick at Bivalve yesterday and brought to his home here.

Mrs. Charles Ware has returned home after spending a few days out of town.

John Brineshults with his wife and daughter, Miss Ruth, were in Greenwich yesterday to see the new boat being built for Mr. Brineshults.

Cedarville, Sept. 17.—Capt. Ernest Mulford and son Bert, made a trip to Cape May Thursday in their auto.

Misses Mamie Sheppard, Grace Smith, Nellie Little and Fred Spencer, of Newport, were in town Tuesday afternoon.

Mrs. W. C. Paynter and daughter Mary, were out of town Thursday.

Mrs. Lizzie Champion, of Port Norris, has been visiting her aunt, Mrs. James Davis.

Miss Bessie Stanton spent an evening in Newport recently with Miss Miriam Newcomb.

Mr. and Mrs. Walter Compton and daughter have returned to their home in Dorchester after spending a few days with relatives.

Mrs. Harry Newcomb and daughter Miriam, of Newport, were calling on friends Monday evening.

Paul Cobb is carrying his right arm in a sling, the result of a sprained wrist.

Frank Mulford left on Thursday for Philadelphia where he will take up his studies at the University.

Miss Mamie Riley, of Newport, was a recent visitor.

Miss Abbie Diamant, of Bridgeton, is visiting relatives.

John Earl, of Atlantic City, has been visiting at the home of Mr. and Mrs. W. B. Jerrell.

Mrs. Harry Lore, of Fairton, spent yesterday with her parents.

Mrs. Lydia Newcomb, of Newport, spent an evening in town this week.

Mrs. Emma Fields, of Port Norris, has been visiting relatives.

Herbert Bateman and Howard Brown spent Tuesday evening in Newport.

Mrs. Frank Duffield has returned to her home after spending some time with her parents in Port Norris.

Mrs. Daniel Dickenson has returned home after spending some time out of town.

Miss Rachel Newcomb, of Bridgeton, spent last evening with her parents.

Miss Carrie Danzenbaker is spending the week end with her mother.

Miss Bessie Clark has returned home after spending a week with relatives in Philadelphia and Downingtown.

Cedarville, Sept. 19.—A party of ten went to Greenwich on Saturday in Duffield's automobile driven by Clarence Grace. Those in the party were Mr. and Mrs. John E. Noble, Miss Clara Ewan, Miss Abbie Charles, James Sheppard, Thomas Conover, B. R. Ewan, Elmer Hogbin, George Burt and Wm. Wheaton.

Wm. A. Mayhew and wife were among those who attended the launching at Greenwich Saturday.

David Garrison and wife have returned to their home in "Dividing Creek" after spending some time with relatives in Lummistown.

John Newcomb was out of town Saturday.

Wm. Phrampus and son Ernest, were in Bridgeton Saturday.

Mrs. Minnie Harris has returned to her home in Wildwood after spending some time with her parents, Mr. and Mrs. Jehu Turney.

Mr. and Mrs. F. C. Mayhew and Mr. and Mrs. Lewis F. Sheppard made a trip to Greenwich Saturday in Mr. Sheppard's auto.

Oscar Mulford and wife and son Floyd, have returned to their home in Bridgeton after visiting relatives.

Walter Johnson, of Pennsgrove, spent Sunday with his parents.

Benj. W. Simms and wife were out of town visitors Saturday.

Mr. and Mrs. Bagshaw and two children have returned to their home in Harrisburg, Pa., after visiting their sister, Mrs. Albert Sharp.

Ben. Kates, of Bridgeton, was calling on friends yesterday.

L. M. Hogbin, of Bridgeton, spent Sunday with his family.

Miss Marie Dumont was out of town Saturday afternoon.

Edward Sheppard, of Bridgeton, was calling on relatives yesterday.

Kenneth Barringer and wife and two

children have returned to their home after spending some time with relatives in Halstead, Pa.

Roy Earl, of Centre Grove, was calling on his sister, Mrs. Edna Jerrell on Sunday.

Haney Bunel and wife, of Bridgeton, spent Sunday with their daughter, Mrs. Frank Burt.

Mrs. Carl W. Newcomb and child spent Sunday out of town.

Charles G. Diamant has improved his property by placing cement walks.

Capt. Thos. Simpkins with his schooner Lucy, left today for the cove.

Cedarville, Sept. 21.—C. B. Hatch, Sheriff, George Storn, Dep't. Sheriff, Wm. H. Day, Wm. Boardman, Joseph Forsythe and Harry Campbell, of Camden spent Sunday with Mr. and Mrs. Levi Hitchner.

Frank B. Mayhew and wife spent Sunday with their grandmother in Bridgeton.

Robert L. Bateman, who has been quite ill, is improving slowly.

Mrs. John H. Pyne was a Bridgeton visitor on Monday.

Frank B. Rainier was in Fairton Monday evening.

Mr. and Mrs. Sherman Burt and child, of Philadelphia, are spending their vacation with their parents, Mr. and Mrs. Frank Burt.

Edward Neugent, of Bridgeton, is visiting his parents, Mr. and Mrs. Isaac Neugent.

Albert Newton spent yesterday out of town.

Mrs. Lizzie Champion and daughter, of Port Norris, have returned to their home after spending a week with relatives.

John Godown entertained a friend from out of town yesterday.

Wm. Starkey, of Jones Island, spent yesterday in Bridgeton.

## SHILOH.

Shiloh, Sept. 17.—Robert Wander and father and Miss Helen Wander spent the week end at Fortescue.

Mrs. Nellie Cox Taylor has returned from visiting her mother near Philadelphia.

Miss Anna Vander has returned from a week at Fortescue.

Mr. Wm. Hummel has been called to Camden on account of the serious illness of his brother, Capt. Geo. Hummel.

Lewis Rainear is a delegate to the Republican State Convention at Trenton, N. J.

Miss Gertrude Davis has returned to Alfred, N. Y., to attend school.

Mrs. Frank Crispin, of near Woodstown, are visiting her parents, Mr. and Mrs. Morgan Smalley.

Mr. Alfred Olson and daughter, Miss Emily, have returned to Union Hill, N. J.

George S. Smith, of Salem, was in the village Monday.

Mr. and Mrs. Roscoe Davis are entertaining company from Pittsburg and Mt. Airy, Pa.

Mrs. Herbert Fritts and Mrs. Arch. Lupton were calling on Mrs. Churchward at the Marlboro parsonage, Tuesday.

The Marlboro Ladies Aid Society met with Mrs. Lewis Edward Hummel, in this village, Wednesday afternoon.

The following men from out of town are working on the new school house: S. A. Lisham, foreman, of Moorestown, N. J.; A. Ellenverger, Bangor, Pa.; H. C. Lesham, Moorestown; Ed. Christy, Sr., Camden; Chas. Christy, Williamstown, N. J.; Arthur Fields, Williamstown, N. J.; Geo. Hawksens, Germantown, Pa.; A. McKelvey, Toms River, N. J.; Julian McMullen, Fairfax, Pa.; Joe Kepler, Camden; John Scott, Magnolia, N. J.; Chas. Bond, Bridgeton; Samuel Bond, Bridgeton.

Dr. Herbert Fritts visited the Town Hall school, Tuesday.

Miss Myrtle Shaw, of Fairton, is spending some time in this section.

Ground has been broken for a new house for Henry Pieters, the bakes. It will be near the bakery on the pike.

Relatives of Mrs. Laura Fraser helped her celebrate her birthday, Tuesday.

## FAIRTON.

Fairton, Sept. 19.—Miss Gertrude Munyon spent Sunday with her parents, Mr. and Mrs. George Munyon.

Lawrence Blackman, of Pitman, spent Sunday with J. B. Thompson and family.

Wm. B. Taylor and family, of Bridgeton, were visitors at Charles Taylor's on Sunday.

Mrs. Applin Westcott is spending some time in Boston.

Mr. and Mrs. W. F. Riley, of Elmer, were calling on friends in town on Sunday.

Misses Mary Reeves and Elizabeth Young, of Bridgeton, conducted the Young people's meeting in the M. E. Church on Tuesday evening.

Mr. and Mrs. Silas Wicks have returned from Fortescue where they have been spending the summer.

Miss Helen Manlove has returned from a visit with relatives in Philadelphia.

## DIVIDING CREEK.

Dividing Creek, Sept. 16.—Miss May and Miss Anna Abbott, of Philadelphia, are being entertained by their cousin, Rev. C. Harold Thompson and wife.

Benjamin Bitters and wife and daughter, Nellie, of Millville, are visiting her parents here.

Thomas Sharp, of Bridgeton, was in town Thursday.

Pastor Thompson's theme for Sunday morning at the Baptist Church, will be the Beatitudes, "The Blessing of the Poor in Spirit", Matthew 5:3. Evening, "What to do With Life's Visions", Gen. 37:19.

David Garrison and wife are visiting his daughter at Cedarville.

Mrs. C. H. Thompson entertains the Junior Society of the Baptist Church, at tea, Friday.

Capt. Chas. Bowker was a Port Norris visitor Thursday.

Howard Campbell, Mulford Campbell and Mortimer Campbell spent Thursday at Cape May.

Dividing Creek, Sept. 19.—Joseph Locke and wife are entertaining J. Bentley Locke, of Camden.

Claude Terry left today for Lancaster, Pa., where he will attend Franklin and Marshall Academy.

Lake Laws and Eldad Lore were among the Bridgeton visitors Saturday.

Miss Flora Garrison is the guest of relatives at Bridgeton.

N. L. Laws picked a pepper from his garden which measured fifteen (15) inches in circumference.

Warren Cosier and George Loper spent Saturday evening at Bridgeton.

Harry Wilfong and wife, Fred Hickman and wife, and Edward Quadling and wife passed Saturday evening at Port Norris.

David Bailey and wife, of Port Norris spent Sunday afternoon with M. J. Dilks and wife.

Albert Perry, wife and daughter, Reba, of Bridgeton, spent Sunday with his sister, Mrs. N. L. Laws.

Jacob Burnight is treating his house to a coat of paint.

Mrs. Willis Robbins, of Port Norris, spent Sunday afternoon with her mother, Mrs. Deborah Campbell.

Misses Edna Loveland, Adella Laws, Maude Turner and Gertrude Bitters were Newport visitors Saturday afternoon.

Mrs. Thomas King and Miss Lewis Chance have been visiting relatives at Fairton.

Rev. Elijah Tozer and Jeremiah Vail spent Saturday and Sunday at Collingswood.

Miss Almada Garrison, of Port Norris, spent Sunday with relatives here.

Miss Viola Garrison and Claude Terry spent Sunday afternoon with friends at Port Norris.

Mrs. Daniel Haley of Bridgeton, Va., is spending some time with friends here.

William Hickman, of Bridgeton, was visiting his cousin, Miss Orrel Hickman, Saturday.

## WOODRUFF.

Woodruff, Sept. 17.—Arrangements are nearly all completed for the second annual Harvest Home which is held on Tuesday, September 20, on the lawn of the M. E. Church. 5.00 p. m., Chicken Pot Pie supper; 7.45 p. m., Special service in the church, music by orchestra. Special singing. Address by Rev. Dewitt C. Cobb, of Bridgeton. Refreshments on sale in the evening. All persons present can find much amusement in the Fishing Pond.

L. N. Doughady and wife have been recent visitors at South Seaville, N. J. Mrs. Weber has returned from Fortescue, N. J.

Miss Peacock, of Washington, D. C., who is spending a few days with friends and relatives here, will render a solo at the M. E. Church on Sunday night.

Woodruff, Sept. 20.—At 5.00 p. m. to-night all things will be ready for the second annual Harvest Home on the spacious grounds of the M. E. Church. There will be a splendid chicken pot pie supper. Sliced tomatoes, pepper cabbage, potato salad, coffee, rolls, bread, and other good things. Ice cream, peanuts, bananas, lemonade and cake will be on sale. At 7.45 p. m. Rev. Dewitt C. Cobb, pastor of Trinity M. E. Church, Bridgeton, will deliver one of his famous addresses in the church where all can have a good seat. An orchestra will furnish the music. If stormy it will be postponed until Wednesday, 21.

A Reliable Remedy  
Ely's Cream Balm  
Is quickly absorbed.  
Gives Relief at Once.  
It cleanses, soothes,  
heals and protects  
the diseased membrane  
resulting from  
Catarrh and drives  
away a Cold in the  
Head quickly. Restores  
the Senses of  
Taste and Smell. Full size 50 cts., at Drug-  
gists or by mail. In liquid form, 75 cents.  
Ely Brothers, 56 Warren Street, New York.



## NEWPORT.

Newport, Sept. 19.—The W. C. T. U. met at the home of the President, Mrs. A. M. Smith, on Tuesday evening. The meeting opened with devotional exercises. This being the annual meeting the election of officers proceeded with the following result: President, Mrs. Alice M. Smith; Corresponding Secretary, Mrs. B. F. Campbell; Recording Secretary, Eva L. Joslin; Treasurer, Miss Rhoda Campbell. The County President, Mrs. Eva B. Cawman (a former member of this Union) was present, and gave a very helpful talk, every one being glad to have her among us once more. A social hour was spent after the business was through.

Mrs. Linda Hand, of Port Norris, was calling on her mother, Mrs. Emma Lore, on Wednesday.

Newport, Sept. 19.—The Social to be held under the auspices of the Sunday school class of Mrs. Eva Joslin, has been postponed for one week.

The P. O. S. of A. will hold a social at the factory building on Saturday evening (17th). Cake, ice cream, confections, etc., will be on sale. Everybody invited to come and have a good time.

Mrs. C. E. Gaskill spent Friday afternoon in Cedarville.

Mrs. E. H. Cloud is spending a week with relatives and friends in Trenton, and Brooklyn, N. Y.

Mrs. Susan Campbell, of Pennsylvania, is the guest this week of Mrs. R. D. Sheppard.

Newport, Sept. 21.—Mr. and Mrs. Thomas Bright, of Bridgeton, were guests of Mrs. Elmer Spencer on Sunday.

Mrs. E. H. Cloud and daughter, Miss Elizabeth, are spending a week with friends in Brooklyn, N. Y.

Mr. and Mrs. Krautz, of Perth Amboy, were over Sunday visitors, with Miss Mary Sheppard.

Mr. Belford Ware and family, were calling on relatives here on Sunday afternoon. They came in their automobile.

Capt. S. Ware Sheppard and wife and Mr. and Mrs. Benjamin Joslin and wife, took a run to Millville on Tuesday evening in Mr. Sheppard's automobile.

The Woman's Christian Union held their annual meeting for the election of officers on Tuesday evening at the home of the President, Mrs. Alice Smith. The election resulted as follows: President, Mrs. Alice M. Smith; Corresponding Secretary, Mrs. Nellie Campbell; Recording Secretary, Mrs. Eva L. Joslin; Treasurer, Miss Rhoda Campbell. We had the great pleasure of having with us a former member of our local union, now the County President, Mrs. Eva B. Cawman, Bridgeton.

The Handkerchief Social, which was postponed on Saturday night last, will be held this next Saturday night, at the store of Mr. Frank Gandy. There will be handkerchiefs, ice cream and cake for sale. There will also be other attractions. Come and see.

## HALEYVILLE.

Haleyville, Sept. 16.—Our minister, Rev. E. M. Conover and wife left on Monday for Madison, N. J., where he will enter the Drew Seminary for a two year's course. It was with genuine regret that the people of this community accepted his resignation. They have made many friends here. Large congregations were present all day Sunday and there was special music by Mr. W. Threl, of Philadelphia. Rev. Hershell Lee, of Millville, has been appointed to this charge and will preach here next Sunday. He will move here as soon as the new parsonage is completed which will not be for several weeks yet.

Harry Berry went to St. Joseph's Hospital, Philadelphia, this week where he had his tonsils successfully removed.

Mrs. E. C. Robbins and Mrs. Frank McElwee are visiting their father, Richard Ludlam, at Norristown, who is quite sick.

The funeral of Hattie, wife of Harry Blizard, was held from her late home on Wednesday afternoon and interment made at M. E. Cemetery here. Mrs. Blizard died suddenly on Monday from a ruptured blood vessel which cause paralysis. She was the daughter of Mr. and Mrs. Benjamin Henderson, of Benedict, Md. A husband and four daughters survive her.

The body of Miss Lizzie Sharp was brought here for interment on Wednesday and short services were held in church, where a large number of her relatives and girlhood friends had gathered to look on her face for the last time. Rev. Adams, Carlisle, and Chambers assisted the Bridgeton pastor in the service.

### Many Children Are Sickly.

Mother Gray's Sweet Powders for Children Break up Colds in 24 hours. Cure Feverishness, Headache, Stomach Troubles, Teething Disorders, and Destroy Worms. At all druggists, or sample mailed FREE. Address, Allen S. Olmsted, Lefort, N. Y. 6-8 49.