

ADVERTISING PERSISTENCE

Suppose your business began in a small way. And gradually grew to fair proportions—entirely on the merit in your goods, your fairness and courteous treatment of your customers.

Your customers, once gained, staid by you, because satisfied with what you sold them.

All this time, you would realize that while the business was growing—it was slow work.

You would be on the watch for some method of building faster.

Some means of reaching new trade and acquainting it with your name, your goods and your methods.

Finally you decide upon a regular advertising campaign in the newspapers.

Three times each week, for instance, you run a different advertisement in one, two or three newspapers—attractive, vigorous, well written advertisements.

At the end of three or four months you personally know of few sales directly resulting from your advertising.

And your books show no appreciable increase in business. Unless you fully understand and appreciate the principles of good advertising, you will very likely feel disappointed.

You will feel that you ought to stop your campaign, because the advertising is costing more than it is bringing in.

Instead of being discouraged, you should feel that you have demonstrated you are on the right track.

Your advertising is selling goods—Has sold goods and will continue to sell them.

It has proved conclusively that constant and persistent advertising in behalf of good sound methods and reliable, properly priced goods must bring business to you.

How long will it take the new customers you know you have secured, to put your advertising on a paying basis?

You know you can keep them just as you have always kept your customers.

Every sale means a profit. In a short time the aggregate profits from these customers will have paid for the advertising required to start them your way.

The profits from customers gained by your next month's advertising will eventually pay that month's bill.

In the meantime, you have partially persuaded a great many more people. Some will respond with the next advertisement, others with the next, and so on.

Why should you cease your advertising efforts now and leave these near-customers to your competitors?

CITY CHURCHES

DAY'S SERVICES AT WEST CHURCH

Pastor and Church Missionary to Give Echoes of General Assembly

The Rev. Alexander Allison, Jr., pastor of West Presbyterian Church, who has been attending the General Assembly at Atlantic City, has returned home and will occupy his pulpit to-morrow, both morning and evening. Mr. Allison brought with him James M. Hamilton, the Home Missionary in South Dakota, whom West Church Sabbath School supports, and both Mr. Hamilton and the pastor will give their impressions of the assembly at the 10:30 o'clock service.

In the evening at 7:30 o'clock Mr. Allison will speak of the "General Assembly's Watchwords for America." The address will sound the keynote of the church's message to the country and be appropriate to Memorial Day.

At 2 o'clock in the afternoon the Sabbath School and Westminster Adult Class will meet; the lesson being taught by the pastor.

Mr. Hamilton will address the school regarding his missionary experience while "roughing it" on the Western prairies.

There will be special patriotic music afternoon and evening and visitors will be cordially welcomed.

On next Wednesday night Mr. Hamilton will give a lantern talk descriptive of his work, illustrating with personally photographed views.

The musical numbers are as follows: Morning, organ prelude, "Nocturne," Hammer, anthem, "Holy Art Thou," Handel; offertory, "Praise the Lord," solo, Mrs. Carpenter, Borden; organ postlude, "March," Hammer.

FIRST MARTYR WAS A LAYMAN

Second Baptist Church will conduct its regular services to-morrow. The minister, Thomas P. Holloway, will conduct divine worship and preach at the morning and night meetings. At the morning service the theme for the sermon will be "The First Christian Martyr a Layman." At the evening service the subject of the discourse will be "Mortgaging the Soul for Physical Gratification." The choir will lead in the congregational singing and sing special selections. In addition to the congregational singing, and the selections by the choir at night the Junior Christian Endeavor Society will sing the "Battle Hymn of the Republic." Bible School will be held at 2:15 p. m. There are classes for all ages.

Sunday Service at Bethany.

The pastor, the Rev. L. Judson Westfall will occupy the pulpit of Bethany Baptist Church at both service to-morrow. In the morning he will speak on "The Church and the World as Described in the Book of Revelation." In the evening his subject will be "Our Memorial Freedom." The chorus choir will sing special anthems and an instrumental trio consisting of a trombone, cornet and bass horn will assist in the music.

Bible Scholar to Lecture.

A free lecture will be delivered in Macchinita's Hall, No. 608 Shipley street Tuesday evening by Hayden Samson, V. D. M., the Bible scholar on "God's Eternal Purpose."

SUNDAY SERVICES AT CENTRAL CHURCH

The Rev. J. H. Crawford, pastor of Central Presbyterian Church, King street, below Eighth, will preach to-morrow morning at 10:30 o'clock on "Defeated Ambitions." The Sunday School and Adult Bible Class will meet at 12 m. The Y. P. S. C. E. will meet at 6:45 o'clock and will be led by Miss Eleanor Zolper. The song and praise service will be held as usual at 7:45 p. m. This is a popular service in which the congregation can take an active part by helping with the singing which is also assisted by the volunteer choir led by the church quartette.

The Alexander Gospel Songs are used and much enjoyed. The minister will preach on "The Grace of Tenderheartedness" at the evening service.

SPIRITISM SAID TO BE DEMONISM

A most interesting little Brochure has recently come off the press setting forth with Bible proofs that the communications received by and through Spiritist Mediums is of Demon origin. The writer traces his subject through the Scriptures from the time when certain of the holy angels became disobedient. He proves from the Scriptures that these fallen spirits deal in personating the human dead, with whose past history, spirits, though invisible, are thoroughly acquainted. He shows that they also frequently personate the Creator and the Redeemer, commanding those deceived ones to pray, do penance, etc. This, however, is merely to lead them on and to bring them more thoroughly under demonical control. Sometimes by breaking down the natural barrier, the human will, they obsess their victim, and rule him more or less to his ruin—frequently sending such to the mad-house. Numerous illustrations, Scriptural and otherwise are given. The price of the little book is but ten cents; it should be in the hands of all interested in Spiritism or who have friends interested therein. Enclose five two-cent stamps to the Bible & Tract Society, 17 Hicks St., Brooklyn, N. Y.

DR. HUBBERT TO SAY FAREWELL

As the Rev. J. R. Stonestifer, pastor of the First Presbyterian Church, will occupy his pulpit on the first Sunday in June, to-morrow will be the last opportunity for the many friends of the Rev. J. M. Hubbert, D. D., clerk of the General Assembly to hear him in First Church. This will be his farewell service after being regular supply of the church for a year. Dr. Hubbert has made arrangements to bring a number of Gypsy Smith's Revival Songs records played on a graphophone.

Visiting Preacher at U. P. Church.

The Rev. W. H. McMillan, D. D., L. L. D., for many years pastor of the Second United Presbyterian Church, North Side, Pittsburgh, Pa., will preach in the United Presbyterian Church Third and Broome streets, to-morrow, Dr. McMillan is a commissioner to the General Assembly now in session in Philadelphia.

At Delaware Avenue Church.

The Rev. N. C. Lassiten, pastor of Delaware Avenue Baptist Church will preach to-morrow morning on "Winning the World for Christ One by One." In the evening New Testament baptism will be administered at the opening of the service. By special request, the pastor will sing "Hold Thou My Hand" by Briggs. His evening theme will be "The Missing Link." All young people are invited to come, as this sermon will be especially for them.

Lunch at Breakfast Mission.

The Rev. E. C. Maenich, pastor of Asbury M. E. Church will speak Saturday night and George W. Dougherty on Sunday night at 8 o'clock at the Sunday Breakfast Mission. Sunday school will be held at 2 p. m. Free lunch will be served on Sunday night.

Love Feast at Silverbrook.

An old fashioned lovefeast will be held in Silverbrook M. E. Church on Monday evening at 8 o'clock under the auspices of class No. 1 of which the pastor is the leader.

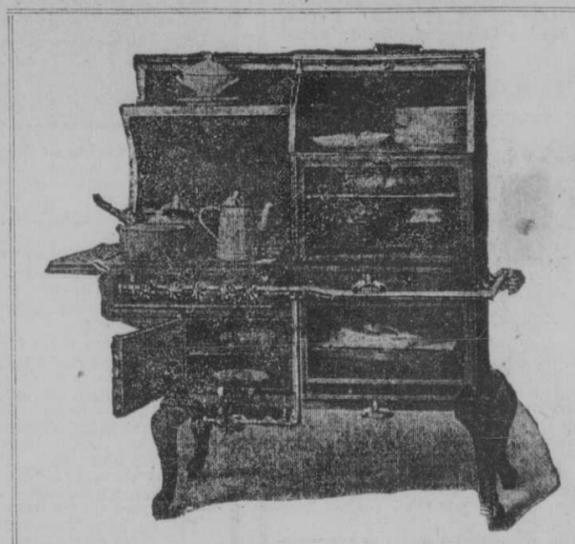
City Mission Services.

James Budd, of Philadelphia, will have charge of the praise meeting to-morrow at the City Mission No. 612 West Front street. Sunday school will be held at the usual time, and the Rev. A. W. Davis will speak. All are welcome.

This \$40 Cabinet Reliable Range

To be Given Away Free on the Opening Day of Our New Office

827 Market St. Watch for Date.



This Range is made of the finest material, and absolutely guaranteed to be as perfect as any gas stove made.

It has two nice ovens and one boiler, warming closet and shelf over burners.

Size of Ovens—18 in. x 18 in. x 12 in. and 18 in. x 10 in. x 10 in.

Boiler—18 in. x 18 in. x 9 in.

Warming Oven—18 in. x 18 in. x 10 in.

Range Can Be Seen in the Window at 827 Market Street

Each Lady Visitor on this day will receive a Coupon entitling her to a chance on this most modern Gas Range. Full particulars as to drawing will be given later.

Wilmington Gas Co.

THE SON OF GOD

BROOKLYN TABERNACLE

BIBLE STUDIES

HEAVEN-PROVIDED BREAD. Matthew 14:13-21; 15:29-39.—May 29. "I am the bread of life."—John 6:35.

The Gospels give us two distinctly different miracles of feeding the multitude in the wilderness places. On one occasion the number fed was five thousand and on the other four thousand. In one instance it was a lad who provided five small barley cakes and two fishes; in the other case the disciples themselves had seven loaves and a few fishes. In one instance twelve baskets full of fragments were gathered after the repast; in the other seven baskets full. St. Matthew's Gospel records both of these miracles. In both instances there was a seeming necessity for the miracle, and the necessity prompted our Lord's compassion and the use of the Divine power. It will be noticed that in these instances the Master used for the benefit of others the special powers communicated to him at the time of his baptism through the descent of the Holy Spirit; but we recall that Jesus refused to use this same power selfishly for his own comfort, even when he hungered after having spent forty days in the wilderness at the outstart of his work, studying the Scriptures to know the mind of the Lord, how he should suffer and become the Mediator of the New Covenant.

Not all, even of those who associated with our Lord, understood, appreciated, believed in his wonderful miracles. Where there is a desire to disbelieve there is also a possibility. Indeed, the Scriptures are evidently quite true in their assurance that faith is a difficult matter at the present time and that for this very reason it is especially appreciated of the Lord in those who profess to be his followers. The Scriptures intimate that faith is a gift of God, while, at the same time, it is a matter of our own exercise. It is for God to set forth the facts and bring them to our attention. It is for us to be able to appreciate these facts and to exercise the faith corresponding. As the Scriptures declare, "All men have not faith." Without faith it is not possible to please God; "According to the faith he is unto thee."

God has not made faith equally possible to all, in that he has not given mankind the same opportunities for exercising faith by not giving all the same degree of knowledge upon which to base faith. And even amongst those who have the necessary knowledge, faith must depend considerably upon the structure of the brain. Some people have scarcely anything of faith; others with a different structure of brain, are inclined to believe too much—to be credulous and easily hoaxed.

While God declares that none can be of his Church now being called unless they have faith, including the necessary knowledge as a basis for it, yet he does not say that those who have not the knowledge and have not the faith will, on that account, be turned over to demons for eternal torture. On the contrary such already suffer a measure of deprivation of joy and of blessing. Failure on their part to exercise faith should not bring upon them any additional disadvantages. God has decreed that faith shall "come by hearing and hearing by the Word of God," and that none can believe except they hear, and that none but the believing will have part in the Church's salvation now being effected. But he has equally decreed and arranged for the great mass of mankind who have never had the sufficiency of knowledge and of faith, that all may yet come to a salvable condition. Indeed, God has specially made the way of faith in this age a "narrow" one, that thereby he may select a very special class. But these selected or elected ones, as the Scriptures show, are to be the Royal Priests of the next age, who will enlighten and instruct all the families of the earth. These "all the blind eyes shall be

opened and all the deaf ears shall be unstopped." (Isa. 35:5) Then everything in the Divine arrangement connected with mankind will be openly revealed, plain to be understood; as the Scriptures say of that time—then the way-faring man, though simple, need not err as respects the way of righteousness. Let us, however, rejoice if we are amongst the blessed, the favored ones of the present time to whom the things of God are not obscured—the things whose hearts are so in tune with the Infinite One that the things of faith revealed to us in the Scriptures do not seem unreasonable.

Approaching these miracles from the Bible standpoint, they are most rational, but not from any other standpoint. The power of God, which produces in the recently discovered "miraco-what," as much as two hundred and fifty grains from one kernel, is surely sufficient to produce many times as much if the necessity occurred. Are we not surrounded by miracles continually? Out of the same ground and growing side by side we get blue, red, white, yellow and purple flowers from seeds which we could not tell apart; similarly with animal life—the oats which constitute the breakfast of so many humans, help to produce human heads and faces and hands and feet, hair and nails for black and white and yellow races. Similar oats fed to horses, mules and donkeys sustain a variety of different organisms of very different shapes and qualities. The same oats fed to birds and chickens produce feathers, claws, etc. Are not these miracles which we do not understand?

If the wisest man and most skillful in the world cannot produce a flea nor the very smallest germinating grain, how great must be the Creator who formed all things and who gave to man all that he possesses? How can we limit the powers of such a Creator when once we have recognized him? He that made the eye, can he not see? He that made the ear, has he no strength? He that made the human brain and stamped it what it is, has he not infinitely greater wisdom and power? Then, then, is the lesson to us of the leaves and fishes.

It is the lesson of Divine power; a lesson also that Jesus of Nazareth was the Son of God, through whom that Divine power was exercised. This lesson leads us onward to the thought that this same Jesus is appointed of the Father to be the Savior of the world. Thus far merely the Church, the elect, his bride, has been selected, along lines of faith. Shortly the new dispensation will usher in the reign of knowledge and glorious opportunities for the opening of the eyes of all to see, to know, to appreciate, things Divine and to come, if they will, into the condition in which they may enjoy "the gift of God, eternal life through Jesus Christ our Lord."

WHAT EVERYBODY WANTS
Everybody desires good health which is impossible unless the kidneys are sound and healthy. Foley's Kidney Remedy should be taken at the first indication of any irregularity, and a serious illness may be averted. Foley's Kidney Remedy will restore your kidneys and bladder to their normal state and activity.
N. B. Danforth, Market and Second streets, Wilmington, Del.

To Exchange Pulpits.
The Rev. W. J. Rowan, of the Newark Presbyterian Church and the Rev. J. A. Brevington, of the Chester-Bethel Church, will exchange pulpits to-morrow.

To Repeat Sermon.
At Greenhill Presbyterian Church, on Kennett Pike near Rising Sun Lane Mr. Kieffer, the minister, will repeat on Sabbath morning by request, the sermon on a few Sabbaths ago, on "Current Tendencies in Religious Thought." The hour of the evening service has been changed from 7:30 to 7:45 o'clock for the summer. The usual gospel singing will be enjoyed during and before the service.

Bible Students Meeting.
The International Bible Students will meet in Clymer's Hall, No. 612 Shipley street on Sunday at 3 p. m. to discuss the topic, "The Bread from Heaven."

Membership Contest Continues.
The new membership contest in Union M. E. Church Sunday school continues with the females in the lead.

To Continue Rummage Sale.
The rummage sale by the Missionary Society of the Presbyterian Church, being held in the store at Tenth and Wilson streets will continue next week.

Festival at Ashley.
The Ladies' Aid Society of Richardson Park M. E. Church will give a festival on Ashley Lawn on Monday afternoon and evening.

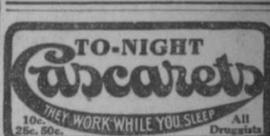
"SEE-SAW"
Editor of THE EVENING JOURNAL: From among my effects I have uncovered a poem which one of my boys found more than fourteen years ago. The poem is a child affair, but a pretty one, as you will see, entitled "See-Saw," which, if you publish, may be recognized by the author.
William J. Hogan.

See-Saw.
"See-saw! Margery Daw,"
Oh what fun to sail,
Make believe we're in a boat,
Rocking with the gale!
First its low and then its high,
Over us the sunny sky,
Thus the merry minutes fly,
While we are playing see-saw.

"See-saw! Margery Daw"
Little birds we'll be;
From the ground we fly away
To the leafy tree;
With a song of pure delight.
Back again we take our flight,
Down among the daisies white,
When we are playing see-saw.

N. B. I have written the poem just as it was punctuated by the author.
W. J. H.

U. A. M. Church Services.
At St. Paul's Union A. M. E. Church tomorrow morning at 10:30 there will be preaching by the Rev. Solomon Hudson, D. D. In the afternoon at 3 o'clock there will be preaching by the pastor the Rev. Albert Price. The Rev. Amos Dixon will preach in the evening. The Silver Leaf Club will have its rally in the afternoon.



TO-NIGHT Carcareb
THEY WORK WHILE YOU SLEEP
All Druggists

All Kinds of
Awning Materials
Flags
Decorations
Porch Screens

W. W. BOTTOMELY
Tatnall and Fourth Streets
D. & A. Phone 1352.



Send Us Your Furniture Covers
We'll clean them by our improved sanitary process, that brightens, not fades, the colors. You'll get them back clean and fresh, but not stiff or glossy. Linen carpet coverings, picture bags, etc., cleaned. Write for particulars and estimates.
A. F. BORN, BRO. & CO.,
French Sewers and Dyers,
716 Market Street.

W. L. DOUGLAS \$3.50 SHOE

THE STANDARD FOR 30 YEARS.
Millions of men wear W. L. Douglas \$3.50 common sense shoes because they are the most comfortable, easy-walking, long wearing and the best shoe value for the price in the world. They are made upon honor, of the best leathers, on perfect fitting lasts, by the most skilled workmen, in the latest fashions.

Quality counts. It has made W. L. Douglas \$3.50 shoes leaders everywhere.
W. L. Douglas \$4.00 shoes equal Custom Bench Work costing \$5.00 to \$7.00, the only difference is the price.

W. L. Douglas guarantees their value by stamping his name and price on the bottom. Look for it. Take no substitute. Ask your shoe dealer for W. L. Douglas shoes. If not for sale in your town write for Mail Order Catalog showing how to order by mail. Shoes ordered direct from factory delivered free. Fast Color Eyelets. W. L. DOUGLAS, 100 Spark St., Brockton, Mass.

Boys' Shoes, \$2.50 and \$2.00
Wilmington Store: 701 Market Street, Cor. 7th St



One True Medicinal Whiskey

Beware of So-called Ones—Imitations

Unscrupulous dealers, mindful only of their profit and caring nothing for the health of their patrons, are offering for sale low grade mixtures, which they tell you are "as good as" Duffy's Pure Malt Whiskey.

Some go so far as to try to make you believe it is Duffy's Pure Malt Whiskey. These cheap concoctions are foisted on the people with the intent to deceive.

When a remedy has been before the public for more than half a century, has been prescribed and used by the best doctors and in prominent hospitals, and has carried the blessing of health into so many thousands of homes as Duffy's Pure Malt Whiskey has, imitations are bound to arise. They may imitate the bottle and label only—no one can imitate the contents.

Duffy's Pure Malt Whiskey

is an absolutely pure distillation of malted grain. Its palatability and its freedom from injurious substances render it so that it can be retained by the most sensitive stomach. It has been used with remarkable results in the treatment of consumption, pneumonia, grip, coughs, colds, malaria, fevers, stomach troubles and all wasting and diseased conditions.

It is sold in sealed bottles only. The Old Chemist's Head is on the label, and over the cork is an engraved seal. Be certain the seal is unbroken. Sold by druggists, grocers, dealers, or direct, \$1.00 a large bottle.

Write Medical Department, The Duffy Malt Whiskey Co., Rochester, N. Y., for doctor's advice and valuable medical booklet containing testimonials and common sense rules for health, both sent free.