

"From October 13, 1875
 when it first opened its doors, until now, the predominant thought and practice of the Company has been the conservation and safeguarding of the best interests of its policyholders." *Extract from President Dryden's recent letter to Prudential Agents.*

For your own family there is no better safeguard than a policy in The Prudential.

Write for Information of Policies

The Prudential

INSURANCE CO. OF AMERICA. Home Office, Newark, N. J.

Incorporated as a Stock Company by the State of New Jersey.

James D. Ward, Vice President; Edgar B. Ward, 2d Vice President; Forrest F. Dryden, 3d Vice Pres.; Wilbur S. Johnson, 4th V. Pres. and Edward Gray, Secretary, Comptroller.

A. H. Higbee, Assistant Superintendent, Room 2, Burkhart Building, Shore Road and Washington Avenue, Newark, N. J.
 Theodore W. Schimpf, District Manager, Ordinary Department, 11 Law Building, Atlantic City, N. J. 2154

HIS REMARKABLE FEAT.
 Man Who Sleeps in Ocean and Swims with Hands and Feet Tied.

With his hands and feet tied, Henry B. Horan, who frightened the employees of the L street bath the other day by remaining in the water twenty hours, swam Bull Gut, performing this remarkable feat against a strong tide, says the Boston Journal.

Incidentally Horan cleared the mystery of his L street bath episode by declaring that he fell asleep while floating, drifted out to sea and was lost for hours.

Only one other man ever swam Bull Gut under these same conditions. That was the intrepid Capt. Webb, who did it twenty-eight years ago, and it took him thirty minutes, while Horan performed the remarkable stunt in four ten minutes.

In connection with the disappearance at the L street bath, according to Horan's statement, he was enjoying his daily swim on the day in question and went to sleep while floating about the bay. While comfortably snoring the running tide and gentle wind carried his floating body far from his usual haunts. He discovered darkness when he awoke, he discovered darkness covered the sea and he was lost.

Working about the remainder of the night in an endeavor to sight a friend by hand, he finally cut his course for the L street bath, where he arrived early in the morning, shortly after the employees had opened for the business of the day.

Horan, who added another really wonderful feat to his already long list by navigating Bull Gut with hands and feet securely tied, in fourteen minutes, stands ready to defend himself against all comers for a similar performance.

Yesterday's feat was witnessed by several people in the lower harbor, three of whom have made affidavits to the facts before Notary Public Geo. W. Young of 1023 Washington street. The swimmer attempted the crossing of the gut in order to win a small personal bet with a friend, whose name he would not give out, neither would he divulge the amount of money involved, but declared it was not a large amount.

Early yesterday afternoon Horan, with E. J. Loveloy, a south end restaurant man at 980 Washington street; Robert Powers of 10 Dwight street and E. G. Smith of 15 Warren avenue, went to Peddock's Island and awaited the time when the tide should ebb, which was a provision of the wager.

Tying his feet securely together with three-eighths-inch manila rope, Horan then requested Mr. Smith to tie his hands in a secure manner, and at 3:18 swung himself out of the dory in which his friends were to follow him on the perilous trip.

In spite of the rapidly ebbing tide the man made satisfactory progress across the gut, and at 3:33 he beached on the Pemberton shore, completing a trip made but once before.

Horan aspires to swim the English channel and declares it is not improbable he will take a try at it in the near future.

Horan declares he is able to sleep and rest as comfortably while floating in the high seas as in his bed at home.

Stockholm has slot machines which for a copper yield a glass of warm milk.

THE LADIES

We're just a little addition to the church choir of course. It's just the latest thing, with a little more of the same. It's a musical society, a choir, a choir, a choir. And when you're a choir member, why you're a choir member. That's it. We just have a choir, a choir, a choir. And the Ladies Aid Society is a choir, a choir, a choir.

We've got an organ in the church, and we've got a choir. It's a thousand pieces of music, a choir, a choir, a choir. And when you're a choir member, why you're a choir member. That's it. We just have a choir, a choir, a choir. And the Ladies Aid Society is a choir, a choir, a choir.

They'll give a hundred dollars, a choir, a choir, a choir. They'll give a hundred dollars, a choir, a choir, a choir. They'll give a hundred dollars, a choir, a choir, a choir. They'll give a hundred dollars, a choir, a choir, a choir.

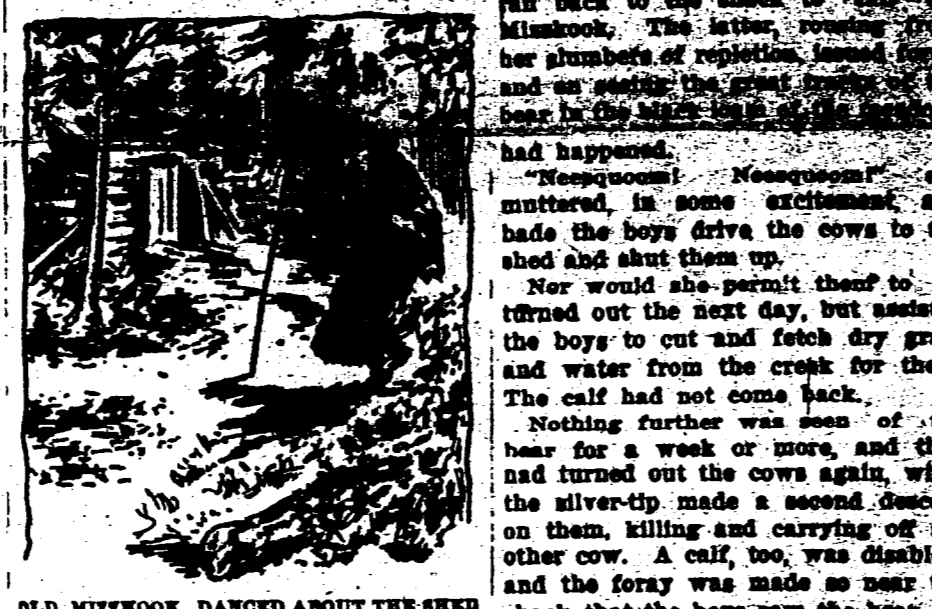
Of course, we're proud of our big church choir, and we're proud of our big church choir. It's the darling of our eyes, the crown of our glory. But when I see the sisters work to raise the roof that falls, I somehow feel the church is built on women's tired backs. And sometimes I can't help thinking what we reach the highest peak. That men will get the toll and sweat, and the Ladies Aid Society will be a reformed church choir.

Old Mizzkook's Stratagem

ON the maps of British North America, such as were issued ten years ago, one will find an extensive region about the head waters of the Peace river, across which is printed the word, "Unexplored."

It is a tract as large as the State of Maine, walled round to the south by that transverse range of the Rockies in which the Fraser river rises; and the scene of this narrative is the valley of a small tributary now known as McDougal's creek.

Along the creek for a distance of several miles there are grassy plots of alvarial meadows of such fertility and such sylvan beauty that in the summer of 1894 one Roscoe McDougal was tempted to settle here, having it in mind to keep cattle and sheep. Lofly crags sheltered the valley on the west side; and against the almost perpendicular face of one of these McDougal constructed a comfortable shack of



OLD MIKKOOK DANCED ABOUT THE SHED

had happened. McDougal, the settler, had the boys drive the cows to the shed and shut them up.

Nor would he permit them to be turned out the next day, but assisted the boys to cut and fetch dry grass and water from the creek for the cows. The calf had not come back.

Nothing further was seen of the bear for a week or more, and they had turned out the cows again, when the silver-tp made a second descent on them, killing and carrying off another cow. A calf, too, was disabled, and the foray was made as near the shack that the boys saw the bear approach and heard his terrific roar as it rushed upon the little herd.

So frightened, so filled with horror, was little Jimmy that he shrieked and ran to hide himself in the farthest corner of the shack. Old Mizzkook came forth, and stood dumbly watching her own grunting strange sensations. Donald, who was old enough to think of defending their property, longed for a gun; but they had nothing in the way of weapons save a dull scythe and a duller ax.

For another week they were not molested—while the bear found the new settlement for his waste. Then one night they were waked by the usual howling of the cow and calves, and looking out, they saw the huge yellow specter of a bear standing at the door of the shack. The grizzly had come for more beef.

But the boys were not so much frightened by the bear's appearance as they were by the sight of the bear's paw. One blow of the huge paw would have smashed the boys, and they were not so much frightened by the bear's appearance as they were by the sight of the bear's paw.

NO NEED OF FRACTIONS.

The decimal system has not stopped at the "bank place" in the numerical scale. It has gone on to the "million place" by all the great modern mathematicians. But he did not stop and now his successors are mathematical authorities—all of whom regard and honor the decimal system as the most important step in the history of mathematics.

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FRONT BITS AND FREEZING.

Modes of treatment that should be followed in cases of this kind may be deduced from the sensational statement of Professor Archibald McMurtry, author of standard school books, that "The American people waste 500 years' time every day in figuring out accounts, divisions, etc., which involve fractions that could and would have been done with easily and quickly if Khorswadi had given us the decimal system."

Every one knows that to rub with snow is the proper procedure in most instances of freezing. Such handling may save many, but will certainly kill some, if practiced regularly.

The most effect of intense cold, or of long time, in the hands of the fingers, is to freeze the tissues of the hand, and more or less devoid of sensation by contraction of the blood vessels.

If the exposure is not too prolonged, when warmth is again applied to the frozen hands, the blood will be restored to the extremities, and the fingers will be restored to their normal condition. But if the exposure is too long, the blood vessels will be permanently contracted, and the fingers will be permanently paralyzed.

BASKET-BALL.

Apple Snowballs. Cook one cup of rice in two quarts of salted boiling water until tender. Drain and mix with one cup of sugar and one cup of butter. Spread on a flat surface and roll into balls. The balls should be in the size of a walnut. The balls should be in the size of a walnut.

HORSE NOTES.

Harry Simpson, 1114, will start on the 10th of the month. The horse will start on the 10th of the month.



A MATTER OF HEALTH.

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THE LADY OF THE TOWER

THE LADY OF THE TOWER... THE LADY OF THE TOWER...

SOUTH AMERICAN JAGUARS

The South American Jaguar... The most interesting thing about jaguars and tigers...

DON'TS ON NAMES

Don't name a girl Violet when her disposition may be that of a tiger... Don't name a boy with a name that will prove a heavy handicap in life.

Early Risers

Early Risers... The famous little pills...

Why the Ocean Doesn't Freeze

Why the Ocean Doesn't Freeze... The ocean does not freeze because of its vastness and the mixing of warm and cold water.

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A SUBSTANTIAL CHRISTMAS GIFT.

More people every year are giving Christmas presents of practical utility; gifts which are substantial in their nature and not intended for mere show.

Such a present increases in value every day in the year, as we allow Three Per Cent. Interest on such accounts.

Capital paid in \$600,000. Surplus \$206,000.

GUARANTEE TRUST COMPANY,

BARTLETT BUILDING, ATLANTIC CITY, NEW JERSEY.

FOR THE LADY OF THE TOWER... THE LADY OF THE TOWER...

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GREAT HOLIDAY SALE.

1000 Suits and Overcoats and 4000 Pairs of Fine Shoes at SPECIAL PRICES FOR CHRISTMAS.

MEN'S SUITS AND OVERCOATS.

\$8.00 Men's Suits and Overcoats for \$4.75. \$10.00 Men's Suits and Overcoats for \$6.79. \$12.00 Men's Suits and Overcoats for \$8.48. \$14.00 Men's Suits and Overcoats for \$9.89. \$16.00 Men's Suits and Overcoats for \$12.49. \$18.00 Men's Suits and Overcoats for \$13.98. \$9.00 Men's Reefers at \$5.50.

Children's Suits and Overcoats.

\$3.00 Children's Suits and Overcoats, \$1.89. \$4.00 Children's Suits and Overcoats, \$2.75. \$5.00 Children's Suits and Overcoats, \$3.89. \$6.00 Children's Suits and Overcoats, \$4.75.

Great Value In Pants.

Worsted and Cheviot, for \$1.50, \$1.98, \$2.50, \$3.50, \$4.00 and \$5.00. Worth double.

Xmas Furnishing Goods Greatly Reduced.

5c. Men's Initial Japaneette Handkerchiefs, worth 10c. 15c. Men's Linen Handkerchiefs, worth 25c. 25c. Men's Fine Wool and Leather Gloves, 75c. kind. 50c. Men's Fur and Leather Gloves, 75c. kind. \$1.49 Men's wool top Gaunlets, \$2.00 kind, 48c. for Men's Fleece-lined Underwear and ribbed, worth 75c.

13c. for Men's Fancy Striped Hose, regular 25c. kind. 23c. for Boys' Fleece-lined Underwear, in all sizes. 50c. Men's Embroidered Suspenders, worth \$1.00. 50c. Men's Silk Suspenders, worth \$1.00. 50c. Men's Fluk Caps, worth 75c.

A lot of Men's Heavy Underwear, 35c. kind for 23c. Special lot of heavy brown Fleece Underwear, 75c. kind for 39c.

Special lot of heavy blue, white Oxford Sweaters, never sold under \$1.50. For this sale only 98c. Knit jackets for 98c, \$1.50, \$2.00, \$2.50, and \$3.00. Men's Black Jersey coats, double-breasted, \$6.00 kind. For this sale \$4.50.

Shoes and Slippers.

75c. Men's Embroidered and Leather Slippers for 49c. \$1.00 Men's Russert and Embroidered Slippers at 73c. \$1.25 Boys' Slippers to 1 1/2 size for 98c. \$1.50 Men's Slip Keds, open cut Slippers for 98c. \$2.00 Men's Solid Leather Kid-Lined Slippers, for \$1.23. \$2.00 Men's Romeo's, Russert and Black for \$1.49. \$1.50 Ladies' Warm Lined Shoes for 98c. \$1.50 Ladies' Fancy Trimmed Julietts for 98c. \$1.00 Boys' Solid Leather Shoes for 69c. \$1.50 Boys' Solid Leather Shoes for 98c. \$2.00 Ladies' Dongola Shoes for \$1.47. \$3.00 Men's Warm Lined Shoes for \$1.98. \$3.00 Men's Patent Colt Shoes for \$1.98. \$4.00 Men's Shoes for \$2.97.

Ralsion Health Shoe, Best \$4.00 Shoe Made.

A. HIRSCH.

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Every part guaranteed. Remington Typewriter Co. 70 Broadway, New York.

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Board by Day or Week. Ocean to View. Write and send location. Parlor and Billiard Rooms. Telephone 1111.

CASH GROCERY

1719 ATLANTIC AVENUE, ATLANTIC CITY, N. J.

J.A. Lam

By order of the Board of Directors of the Atlantic City Electric Co. Dated December 9, 1910.

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The Old Stand--ESTABLISHED 1878.

Christmas Bargains in Clothing, Hats, Caps and Gents' Furnishings.

Men's Suits \$3.98, worth \$6.50. Men's Suits \$5.48, Cassimers, worth \$7.50. Men's Suits \$7.48, Worsteds, worth \$10.00. Extra Fine Fancies and Blacks, worth \$16.00. Our price, \$12.00.

Men's Overcoats. Men's Overcoats.

Black and Oxford, with Belt, \$5.48. Black Kersey, finely Tailored, at \$7.48. Black and Blue Melton and Frieze, \$10.00, worth \$13.50. Extra Fine Fancies and Blacks, worth \$16.00. Our price, \$12.00.

Gents' Furnishings.

Men's Underwear, Fleece, at 35c. In Sweaters We Beat the World from 85c. up. Men's Ties, Silk Handkerchiefs, Initial and Plain. Silk Suspenders, Umbrellas, Dress Gloves, 1/2 Horn, Stiff and Soft Bosom Shirts.

JEWELRY-- studs, Scarf Pins, Cuff Buttons, Lodge Badges and Pins and Watches.

JOSEPH MENDEL, THE KING OF LOW PRICES.

1625 Atlantic Ave., Atlantic City, N. J.

ATLANTIC COUNTY ELECTRIC CO.

Egg Harbor City. May's Landing. Flat rate--Per light per month for lights burning from dusk till 10 p. m. for November, December, January, February, March, 75 cents; April, May, June, July, August, 60 cents; September, October, 75 cents.

Discounts--From meter and flat rates: 5 per cent. on bills of \$4.00 or over; 10 per cent. on bills of \$8.00 or over; 15 per cent. on bills of \$15.00 or over; 20 per cent. on bills of \$20.00 or over; 10 per cent. additional discount on all bills paid by 5th of month in Egg Harbor City or the 8th in May's Landing.

The Majority

Of people don't give sufficient attention to the important matter of selecting an executor. The Atlantic Safe Deposit & Trust Co., is organized under the law. If any of its officers die, they are succeeded by men equally as capable. Therefore, when they are your executor, there is no chance of loss or mismanagement, through the death of the party acting in this capacity. We draw wills free when appointed executors.

Safe Deposit Boxes for Rent, \$5.00 Up.

Capital and Profits, \$200,000.00. Deposits, \$1,200,000.00. THE ATLANTIC SAFE DEPOSIT AND TRUST CO., N. K. Cor. Atlantic and New York Aves., Atlantic City, N. J.

Atlantic Brick Mfg. Co.

Manufacturers of FINE PRESSED FRONT BRICK. Various Colors, Both Plain and Moulded. Works: May's Landing, N. J.

OAK HALL invites you

to see the fine display of Men's and Boys' Fall and Winter Suits and Overcoats. Men's All Wool Suits, \$10 to \$27.50. Men's All Wool Overcoats, \$12.50 to \$25. Young Men's All Wool Overcoats, \$8.50 to \$20. Men's All Wool Overcoats (3 to 18 years), \$5 to \$15.

Wanamaker & Brown

5 E. Cor. Sixth and Market Sts., Philadelphia. FALL AND WINTER CLOTHING

See the fine display of Men's and Boys' Fall and Winter Suits and Overcoats.

Every garment honestly, intelligently and thoroughly made--with quality always.

CARFARO TO PHILADELPHIA--If you purchase a certain amount here and show your return ticket, we pay your carfare both ways.

See the fine display of Men's and Boys' Fall and Winter Suits and Overcoats.

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