

# The Dollar That Can't Be Spent

By Herbert Kaufman

Every dollar spent in advertising is not only a seed dollar which grows a profit for the merchant but is actually retained by him even after he has paid it to the publisher.

Advertising creates a good will worth the cost of the publicity.

It actually costs nothing. While it uses funds it does not use them up. It helps the founder of a business to grow rich and at the same time keeps his business from not dying when he does.

It eliminates the personal equation. It perpetuates confidence in the store and makes it possible for a merchant to withdraw from business without having the profits of the business withdrawn from him. It changes a name to an institution—an institution that will survive after the death of its builder.

It is really an insurance policy which costs nothing—pays a premium each year instead of calling for one, and renders it possible to change the entire personnel of a business without disturbing its prosperity.

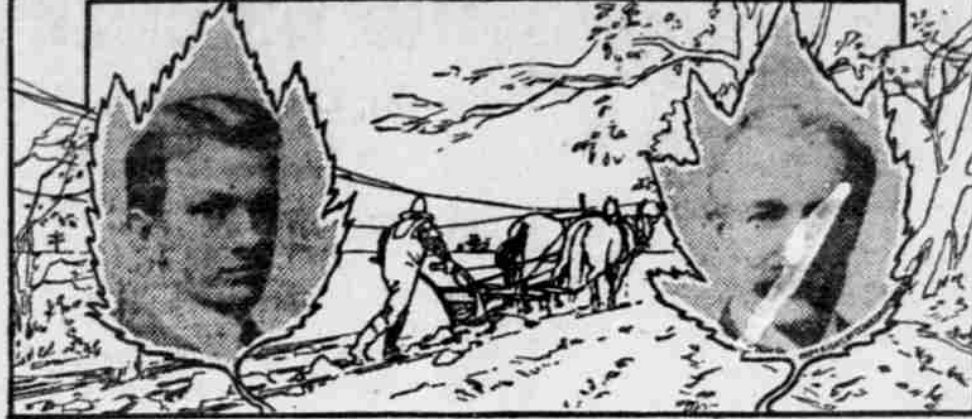
Advertising renders the business stronger than the man—dependent of his presence. It permanentizes systems of merchandising, the track of which is left for others to follow.

A business which is not advertised must rely upon the personality of its proprietor, and personality in business is a decreasing factor. The public does not want to know the man who owns the store—it isn't interested in him, but in his goods. When an unadvertised business is sold it is only worth as much as its stock of goods and fixtures. There is no good will to be paid for—it does not exist—it has not been created. The name over the door means nothing except to the limited stream of people from the immediate neighborhood, any of whom could tell you more about some store ten miles away which has regularly delivered its shop news to their breakfast tables.

It is as shortsighted for a man to build a business which dies with his death or ceases with his inaction as it is unfair for him not to provide for the continuance of its income to his family.

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## The Farm Life Commission



THE commission appointed by President Roosevelt to investigate the conditions of rural life and make suggestions in the line of its betterment is having a busy time. It has been engaged in extensive correspondence and has been giving hearings in different parts of the country for the purpose of bringing out facts and opinions bearing on the conditions into which inquiry is being made. President Roosevelt is to report to congress in a message some practical suggestions as to what may be done through legislation to improve the condition of rural life. It is not that the American farmer as such needs uplifting more than other classes of the population or is in any particular danger of mental and moral degeneration. It is conceded that his moral plane is at present a high one, but the facts with regard to the exodus of population from country to city and the all too common isolation of rural life suggest that much may be done to make the conditions such that the exodus may be stopped or at least checked.

The commission has received much encouragement in its investigations from those most concerned and but little if any criticism. This is perhaps due in part to the fact that all members are so well qualified for the task in hand, having been chosen for the part they have already taken in work along similar lines. The work initiated by the president in the appointment of this commission has been said to be a corollary to that of the movement for conservation of the natural resources of the country. The two movements are at least closely related. As the president himself put it in a speech in Michigan some time ago, the products of the farm are of two kinds and the output of good manhood and womanhood deserves fully as much consideration as the output of hay and corn and other crops.

Each member of the commission has achieved a reputation for knowledge and attainments in some branch of the work in hand. The chairman, Dr. Liberty H. Bailey, is president of the New York College of Agriculture at Ithaca, N. Y., an institution which has been very active and aggressive in devising ways of advancing the methods of agriculture and improving the conditions among tillers of the soil. Dr. Bailey at first declined the proffered post on the ground that he had not the time necessary to discharge the duties, but on further consideration accepted. Dr. Bailey, who is fifty years old and a graduate of the Michigan Agricultural college, has been at the head of the New York College of Agriculture, a department of Cornell university, since 1903. He was reared on a farm and has given particular attention to botany and horticultural subjects and to the economics of agriculture. He was formerly assistant to Professor Asa Gray at Harvard and was also professor of agriculture and landscape gardening at the Michigan Agricultural college. Numerous works on subjects related to his profession have come from his pen.

Kenyon L. Butterfield, whose portrait appears at the top of the first column, is also an educator and the head of an agricultural college.

He is the youngest member of the commission, having been born in 1868 in Lapeer, Mich. Like Dr. Bailey, he is a graduate of the Michigan Agricultural college and received from it the degree of B. S., from the University of Michigan obtaining the degree of A. M. He has had a wide experience in educational work connected with agriculture and two years ago

in New York city. However, he was born some fifty-three years ago in Cary, N. C., and has identified himself to a considerable extent with the progress and industrial development of the north. He is best known, perhaps, as editor of World's Work, which he established in 1900, and as a member of the publishing firm of Doubleday, Page & Co. He received his education at southern institutions, including Randolph-Macon college, Virginia, and Johns Hopkins university, Maryland.



WALTER H. PAGE.

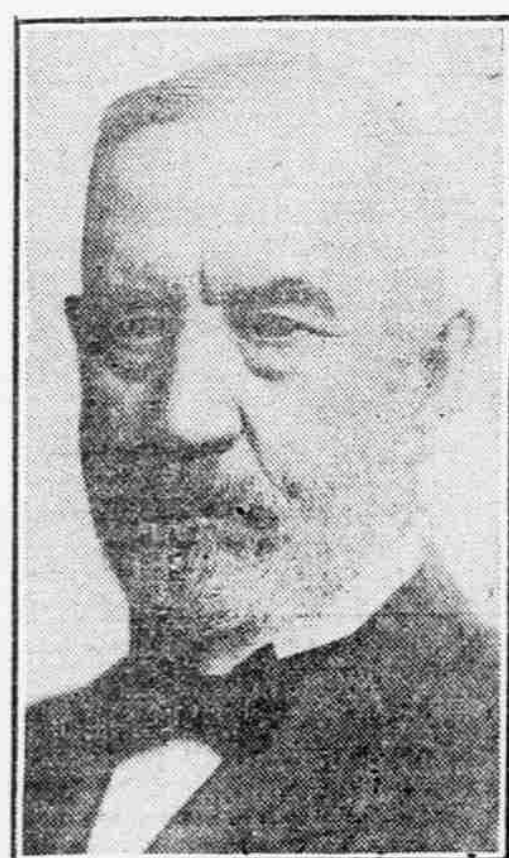
He has edited the Forum and the Atlantic Monthly and is the author, among other works, of "The Rebuilding of Old Commonwealths." He is noted also as a lecturer. His knowledge of conditions such as the commission has undertaken to investigate is broad and pertains to the economic and social rather than the technical side. One of the Doubleday & Page publications is the magazine known as Country Life in America, which has done more, perhaps, than any other journal of its class to stimulate interest in life outside the cities and suggest ways of making such life attractive. World's Work, too, under the guidance of Mr. Page has devoted a great deal of attention to practical subjects pertaining in a broad sense to social development in connection with betterment of conditions among the people at large. The great social questions, in fact, appeal especially to Mr. Page's interest, and it was this in part no doubt which suggested to Mr. Roosevelt the idea that he would make a valuable member of the commission. For it is a broad movement which has been initiated, and its success will depend largely on the degree to which the fact is appreciated by the members of the commission. The remaining commissioners, Henry Wallace and Gifford Pinchot, whose portrait appears at the top of this column, have evinced their appreciation of the possibilities of such a movement, and their work stands as a guarantee of their effectiveness as members of the board.

Mr. Wallace is the editor of a publication devoted to the interests of agriculture and known as Wallace's Farmer. His residence is Des Moines, Ia. He has gained a national reputation among farmers for his good judgment in matters pertaining to their interests, and his appointment as a member of the commission does much to establish confidence in its capacity to handle the problems involved in a thoroughly practical way.

Of Gifford Pinchot it may be said that his work as chief forester of the government has accomplished more in the way of conserving the welfare of the tillers of the soil and the gatherers of our natural wealth than almost any other branch of effort. It has been due to the enthusiasm of Mr. Pinchot in his chosen field that so much has been accomplished, and Mr. Roosevelt, recognizing this, has given his operations wide sweep and extended his usefulness to fields where ordinarily they would not have been felt. Having a considerable private fortune, he works for the government for love rather than for the salary he receives, as the latter would scarcely pay for what he expends in remunerating extra clerks in his service. He was born in Connecticut in 1865, and his father, James W. Pinchot, was one of the founders of the Yale Forestry school. The present chief forester of the United States studied forestry both at Yale and in foreign countries and has also studied nature at first hand in the haunts of the wild beasts and the districts remote from the borders of civilization.

There has been little criticism upon the commission except for the fact that it has no women upon it. As a poet who contributed some verse to the Chicago News puts it:

I know them pesky men folks, an' I see 'em recommendin' The latest things in phosphates an' rotatin' of the crops An' patent fancy fixin's to keep Hiram's back from bendin'. But when they're through with Hiram then their recommendin' stops. Amandy's in the kitchen peelin' 'tatoes, pickin' chickens An' bakin' pies for dinner. She ain't soundin' no alarm. She's sort o' resigned when she ought to raise the dickens. You want to get some wimmen to investigate the farm.



HENRY WALLACE.

became president of the Massachusetts Agricultural college. Since 1904 he has been collaborator in charge of the agricultural division, department of economics and sociology, Carnegie institution, Washington. He is active in many educational and scientific societies.

Dr. Walter H. Page might be said to represent the south on the commission, though he is a resident of New Jersey and spends most of his working hours

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### Winter Tourist Rates

Daily low excursion rates after November 20th to Southern and Cuban resorts. Daily now in effect to Southern California. Lower yet, homeseekers' excursion rates, first and third Tuesdays, to the South and Southwest.

### Corn Show, Omaha

December 9 to 19. Visit this interesting exposition of the best corn products and their use. Attractive program with moving pictures, electric illuminations, sensational prizes for best exhibits. Consult the agent or local papers.

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We conduct you on the first and third Tuesdays of each month to the Big Horn Basin and Yellowstone Valley, assisting you in taking up government irrigated lands with a never-failing water supply under government irrigation plants. Only one-tenth payment down. No charge for services. Write D. Clem Deaver, General Agent, Landseekers' Information Bureau, Omaha, or

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## Our Regular Prices Seem Bargain Counter Figures

But the Goods Are All Fresh, Clean and New

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| Typewriter Ribbons       | Erasers, Paper Fasteners |
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These Are a Few Items in Our Stationery Line

# THE TRIBUNE Stationery Department

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CHRISTIAN—Bible school at 10 a. m. Preaching at 11 a. m. and 8 p. m. C. E. at 7 p. m. All are welcome.

R. M. AINSWORTH, Pastor.

EPISCOPAL—Preaching services at St. Alban's church at 11 a. m. and 7:30 p. m. Sunday school at 10 a. m. All are welcome to these services.

E. R. EARLE, Rector.

CATHOLIC—Order of services: Mass, 8 a. m. Mass and sermon, 10:00 a. m. Evening service at 8 o'clock. Sunday school, 2:30 p. m. Every Sunday.

WM. J. KIRWIN, O. M. I.

BAPTIST—Sunday school at 10 a. m. Preaching service at 11:00 a. m. Evening service at 8:00. B. Y. P. U. at 7 p. m. A most cordial invitation is extended to all to worship with us.

E. BURTON, Pastor.

EVANGELICAL LUTHERAN—Regular German preaching services in the court room of the McCook court house every Sunday morning at 10:30. All Germans and Russians cordially invited.

REV. WM. BRUEGGEMAN,  
607 5th st. East.

METHODIST—Sunday school at 10 a. m. Sermons by pastor at 11. Class at 12. Junior League at 4. No services at night. Prayer meeting, Wednesday night at 7:45.

M. B. CARMAN, Pastor.

CHRISTIAN SCIENCE—Services, Sunday at 11 a. m., and Wednesday at 8 p. m. Meetings held in the Morris block. Room open all the time. Science literature on sale. Subject for next Sunday, "Mortals and Immortals."

CONGREGATIONAL—Sunday school at 10 a. m. Preaching at 11 a. m. and 8 p. m. by pastor. Junior C. E. at 3 p. m. Senior Endeavor at 7 p. m. Prayer meeting Wednesday evening at eight o'clock. The public is cordially invited to these services.

EVANGELICAL LUTHERAN CONGREGATIONAL—Sunday School at 9:30 a. m. Preaching at 10:30 a. m. and 7:30 p. m. by pastor. Junior C. E. at 1:30 p. m. Senior C. E. at 4:00 p. m. Prayer meetings every Wednesday and Saturday evenings at 7:30. All Germans cordially invited to these services.

REV. GUSTAV HENKELMANN,  
505 3rd street West.

Just the Same Every Week. This week, like last week, THE TRIBUNE contains matter of local interest on each of its eight home-printed pages. Same every week.

A Handy Receipt Book. Bound duplicate receipt books, three receipts to the page, for sale at THE TRIBUNE office.

Scale books on sale in The Tribune stationery department.