## Columbus Journal

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has been received up to Jan. 1, 1906, Pehill to Feb. 1, 1985 and so on. When payme

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CHANGE IN ADDRESS-When ordering hange in the address, subscribers should be sure to give their old as well as their new address.

What has become of Tom Darnell?

In the defeat of Pollard, Nebrasks looses the ablest representative in the lower branch of congress.

Thomas & Schlitz, Carnes & Krug, Battie & Gund are the names of some of the political firms that assisted in defeating George L. Sheldon.

In Lancaster county the issue on election day was county option, and that issue won out-about the only place it did. When the Republican party adopts a side line issue it usually gets the worst of it.

Here are some of the measures the Democrats of Nebraska stand pledged to enact: A bank guarantee law; an act providing for the election of township assessors and an act locating a state agricultural cellege in the western part of the state.

legislature to appropriate money to purchase land in Lincoln and erect homes thereon for instructors in the state university. When it comes to demanding something for Lincoln, the Journal is not at all modest.

There is a growing suspicion among county optionists that they have been "worked" by Thomas, Battie & Carnes. The adoption of a county option law would have thrown this bunch o "reformers" out of a job and cut off contributions for the support of the Anti-Saloon League.

That extra session of the legislature the Governor threatened to convene after the election returns commenced coming in will probably never be called. There is no demand for it The people have already passed upon the question of county option and elected a legislature and governor opposed to it.

The banner Republican county of the United States is not in the north but in a section of the country where one would least expect to find it Down in southern Texas bordering on the banks of the Rio Grande is the county of Zapta, where 424 votes were polled on election day for Taft and the other candidates on the Republican ticket. Every vote cast in the county was for the Republican candidates. There isn't a Democrat in Zapta county.

The Nebraska Capital, started by Frank Harrison with the evident intention of assisting grafting politicians in both parties, and boosting county option and guarantee of bank deposits, accomplished its object in Lancaster county. The county option ticket was elected and Sheldon slaughtered where he should have received a majority of 3.000. Harrison is the smoothest and dirtiest politicians in Lancaster county. The training he received while acting as lobbyist and pass distributor for the Union Pacific has made him past master in the art of manipulating politics.

There is a disposition on the part of some of the county option papers to place upon Victor Rosewater responsibility for the defeat of Governor is taken from the editorial columns of the State Journal and Frank Harrison's Nebraska Capital, which insisted on making local option the issue in the campaign and throwing ice at every candidate for the legislature who refeed to publicly endorse the option hill. Fair-minded Republicane recognize the splendid work done for the state and national ticket by the Bee and the attempt to shift the responsibility for the defeat of Sheldon onto Resewater is so transparent that it will not deceive the true friends of the Governor.

WHO DEFEATED SHELDON?

Fusion of the county optionists and reweries defeated Governor Sheldon Without the votes of the optionists the breweries would have been on the losing side and Sheldon would have cut much of a figure in the contest, as railway men usually vote their sentiments regardless of what the officials

of the company desire. When the Republican convention met at Lincoln a platform was adopted On that platform the candidates went before the people and asked for reelection. The platform was silent or the question of county option. was not considered a party issue. But the absence of a county option plank in the platform left some extremely sore spots in different parts of the state. and the radical press that regarded county option as of more importance than the election of Taft and the Republican state ticket, opened a campaign against candidates for the legislature who would not pledge themselves to obey the demands of Elmer Thomas, the Rev. Carnes and other members and agitators of the Anti-Saloon League. The Albion News, Osceola Record and Columbus Tribune were the most radical of the prohibition press in demanding county option and insisting that it was the

issue of the campaign in Nebraska. It was not until after the campaign for county option had opened that the breweries entered the contest and decided to throw their influence to Shallenberger. Previous to this there was a rumor that Governor Sheldon had promised that he would sign a county option bill, although it is said he never made a public statement to that effect, as he did not consider the question an issue in the campaign. The action of the Governor in refusing to be coerced aroused the ire of the Thomas and Carnes clique in the Anti-Saloon League and a circular endorsing Shallenberger was sent out from Omaha, and the county optionists obeyed the demands of the chief agitators and went to the polls and slaugh-

In Boone county, which is usually Republican, Shallenberger received a majority of 121 over Sheldon, but the county option candidate for the legislature received a majority of 404 votes over his opponent.

In Polk county, where the county option candidate for State Senator on the Republican ticket received majority of 383, Shallenberger, with the assistance of the optionists, had a majority of 159 over Sheldon.

In York county, another stronghold of the county optionists, Sheldon was slaughtered by prohibition votes.

The prohibitionists have always

been the foe of the Republican party. Wherever the Republican party has taken up and endorsed or fought for the radical ideas of those opposed to the liquor traffic the party has got the worst of it. After adopting a prohibition law in Kansas, the prohibitionists assisted the Democrats in electing Glick governor of the state. In Iowa, the prohibitionists drove Cummins into temporary obscurity twenty-four years ago and prevailed upon the Republican party to endorse a prohibition law. At the next state election Iowa elected Boise, a Democrat, governor, and re-elected him two years later. In 1888, in North and South Dakota, the Republicans endorsed prohibition, and later the administration in both states changed and the Democrats came into power. At the late election the endorsement of radical ideas by the republicans of Indiana and Ohio, resulted in the election of a Democratic governor and legislature in the former state, and the defeat of the Republican candidate for governor in the latter state.

If Republicans hope to be success ful two years hence they must get together—pull together and work together. If the party allows the radical element to control and dictate its policies and platforms it cannot hope to succeed.

Convert to New Creed. At a dinner recently given in hono of Augustus Thomas, the playwright, Mr. Thomas discussed his recent ef-

forts at writing plays about telepathy, the occult, etc., and said "I am compelled to admit that the occult is becoming popular. Only the other day a chorus girl was entering the lobby of a theater when she met

the manager. well, I declare, Mr. Bro exclaimed, 'If this isn't odd. Here I was just thinking of you this minute. and now you turn up. I always did believe in osteopathy."-Rehoboth Sunday Herald.

Finished Him. "Yes," prattled the artless damsel

"I have eight brothers and four sisters. There were 16 in mother's family, and demeaning himself. 14 in her mother's. It's funny about our family. Now, my oldest sister-" "you mustn't take what I've been say- 1799. ing to you seriously. I hope you erunderstand that it was only a firtation, and that when I asked you to be-

## VHAT WE HAVE DONE WITH OUR PRESIDENTS

been elected. The railways did not Mr. Roosevelt Will Find Distinguished Precedent for Either Retiring to Private Life or Returning to Public Service in Some Capacity Less in Rank Than That of the Presidency-John Quincy Adams and Andrew Johnson Went to Congress After They Retired From the White House.

> but baseless customs growing up Jefferson's arrival, leaving the author mise for a lot of speculation.

> It is a little remarkable, but quite a He lived to see the culmination of his truth, that the president of the "world's work. greatest free government" is bound about by numerous more or less staid That no man shall hold the highest ed the old wound: office more than two terms, though robably a desirable rule, is yet one of those traditional usages, and it has lent ally cited as one of the men who reits force to many minor offices as well. tired into dignified obscurity after the

> That the President shall not leave lapse of his last term, is, in fact, a the bounds of the United States under better example of the other school. any considerations while in office is It is true, he did go back to his loved another of this unwritten but firmly Monticello and live for a number of Chief Magistrate rudely disturbed it The embargo on tobacco had reduced on his Panama trip. There are many him to such penury that his creditors no rule was broken, yet this argument Jefferson in the very measure which is easily set aside.

many may remember, the President dents. But, in the declining years of home. tered the best Governor the state ever | was taken to task for going into Cana- his life, Jefferson came into vast pro- James Buchanan, one of the less linas to Washington. The authority nation can be accounted second not miles to sea, so that Cleveland did territory. leave the United States on that trip. President Roosevelt went much further to sea than Cleveland.

bridge across the Rio Grande where you many read on his monument. it forms the boundry between the rison would not pass. McKinley saw lier, his Virgina estate. the same bridge, but did not approach

Mr. Roosevelt will have one of these customs to disregard should he decide to accept a senatorship at the hands of his state. It has always been a more

conventions than one, added to the gress will always be unforgettable. strength of this custom when he declar-

been broken before Monroe really esto abolish the reading of the petitions tablished it, not by the actual holding for the abolition of slavery in the na of office, but by the public interest tion generally, but in the District of

appointment and retirement. what the Presidents did after their re- the first time in American history, the tirement from office, how many of them | gag rule was employed against him. aided in the hallowing of the rule and rew Johnson.

"Maude!" gasped the young man, tired and died at Mount Vernon in eleven days he occupied the floor

defeat at the hands of Jefferson, whom the disorderly galleries, and he lived

Some one once said that America Quincy, Mass., and lived quietly for Jackson, even so, lived to see his enewas getting to be a nation of unwritten some years. So bitter was he that he mies humbled. aws. It was before the day of emo- that he drove away from the capital at tional murders and the term referred 6 o'clock on the morning of March 4, two Presidents who sought office un-

Nothing in the ordinary course of na- go through with that simple formality tional events will more readily illus- as best he might. But Adams lived a trate what is meant than the discussion long quarter century after his retirecentering about the mission of a Presi- ment. His anger and mortification with clear-cut views in favor of the dent after his term has expired. Theo- wore away in time and he came into dore Roosevelt is about to retire from especial note again in 1820, when he his office and it is already rumored was a delegate to the Massachusetts Buren was the first President to go that he may, if he should so desire, constitutional convention. Adams succeed the ancient Thomas Collier threw the final years of his life into a Platt as senator from New York. worthy effort to secure religious and This rumor alone will form the pre-political equality in Massachusetts for others than Puritans and Christians.

Adams died July 3, 1820, a few and archaic usages, the disobedience of away, with a final exclamination which which is shunned with all sedulity. showed how completely time had heal-

> "Thank God, Jefferson still lives." And Jefferson, though he is generruined him stands even still as one of

dian waters while fishing among the minence again when he began the the Thousand Islands and a fuss was agitation for free public schools in raised about it, though Cleveland had Virginia and the entire nation. Poshis headquarters on an American is- sibly of all the acts of Jefferson least is land. Again, in his administration, known of this last and crowning work Cleveland went more than three miles of his life, a work whose final importto sea on a steamer trip from the Caro- ance and bearing on the destiny of the of a government reaches only three even to the purchase of the Louisana

> school portion of his great plan had been realized but he did manage to

Madison went back to the day and States and Mexico. In mid-stream a ideal of Washington. He spent the line painted across the bridge marked remaing twenty years of his life with the precise border, and across it Har- his books and his dreams ot Montpe- seat he committed the final indiscretion

his retirement and he spent all of that All this is, perhaps, irrelevant, and time at home. It was when asked to has to do with the way these traditions become an elector that he declined are kept, rather than with what they with the famous declaration that an ex- ths. Thus the only man except the President should never become a party

The next President is without doubt the most widely recognized example of chief magistrate who later held a lowor less vaguely defined, but well es er office in the government. Two years known trip; returned to the ruins of his tablished custom that ex-Presidents after his retirement in 1829, John shall retire from politics or aggressive Quincy Adams was offered a seat in interest in government. The rule the lower branch of Congress and readprobably was established when Wash-lily accepted. Then, for seventeen ington—the western Cincinnatus they consecutive years, he served his councalled him for it—having come from try as brilliantly and well as ever he his farm to the Revolution and the might have in the White house. Few Presidency, went back to it at the of the official acts of the second Adams conclusion of his second term in office, while in the Presidential seat have to die in retirement three years later. withstood the mutation of time in the Menroe, whose general polish and popular knowledge of American hisbreeding gave the Presidency more tory, but at least one of his acts in Con-

Toward the end of Adams' service in ed that no ex-President should be a the House, the slave question became party leader and refused to take part a decidedly livid issue in Congress, and as attempt was made by the slave sym-But, for that matter, the rule had pathizers, then in powerful majority, John Adams manifested after his dis- Columbia in particular. Adams vigorously opposed this arbitrary disre-It may be interesting to know just gard of the right of petition and for

Almost alone, lampooned, reviled how many chose other paths. At the and threatened, Adams carried on his outset it may be said, as applicable to fight for these two cardinal principles President Roosevelt's possible case of popular liberty and free government. that only two men really held federal He was threatened with expulsion from office subsequent to having been Presi- the House and actually faced down re- clubs I've started in my day." One dent-John Quincy Adams and And- solutions captiously accusing him of all can easily realize what a godsend to sorts of crimes.

But many others were active politi- It was in this long battle, lasting cally or otherwise, thus failing to ad- several sessions, that Adams won his here to the sacred theory that a Presi- title "old man eloquent." In the middent ought not later occupy a less ex- st of one of the wildest scenes the house alted place in affairs, thereby possibly ever has known, with the galleries in constant uproar. Adams talked the Washington, as has been said, re- resolutions against him to death. For reading petitions, speaking, ridiculing | Skads?" John Adams, disheartened by his his enemies, amidst wild cheers from come my wife, I-er-well, you under he hated with an unforgiving choler to see his enemies completely routed, stand, don't you?"-Cleveland Leader. for a time, retired to his home in thereby firmly establishing the right ton Post.

to petition and be heard. Adams fell dead of heart disease the floor of the House, where his voice

so often had rung. A bronze tablet

marks the spot where he died. Andrew Jackson took a decidedly active part in politics after his last term elapsed. His letters on public questions were famous and one of them ruined his friend and partisan Martin Van Buren, losing the control of the Democracy to the slavery wing. But

Martin Van Buren was one of the entirely to the number of recognized, a few hours before the time was set for successfully after their defeat for se cond terms. Some years after his reamong a supposedly democratic people. of the Declaration of Independence to tirement Van Buren became the Presidential candidate of the Free Soil party, but received no electoral votes. He later came to the front (in 1843) "tariff for revenue only" idea of which he has been called the father. Van abroad after his retirement from office. establishing a precendent followed by Polk, Fillmore, Pierce and Grant and about to be followed by Roosevelt.

William Henry Harrison was the first President to die in office. He was succeeded by John Tyler, who after retirement, took a feverishly active hours after Jefferson breathed his life interest in the affairs leading up to the Civil war and was elected a member of the permanent Congress, but died in 1862 just before it was convened by Lincoln. Had he lived he would have

been another holder of lower office. Zachary Taylor was the second President to die in office. Millard Fillmore, his successor, was the only President besides Van Buren to become an unsuccessful candidate after his original retirement. He tried to succeed himestablished laws, albeit the present years in the humblest circumstances. self, but could not command the necessary twenty votes from the Free states. Later he became the nominee who contend that Panama is a part of made his departure from the capital of the short-lived America party and the United States and that, therefore, uncomfortable. The acquisecense of obtained the vote of Maryland, but that was all. He went abroad later.

Franklin Pierce traveled abroad for In Mr. Cleveland's administration, the most unselfish acts of the Presi- three years and then retired to his

active of the Presidents, retired to his home in Pennsylvania in 1861 and lived there until his death in 1868. He was lost in the stress of the great Civil war and forgotten until his death stirred the recollection of his disaffected and ungrateful countrymen.

The passing of Buchanan brings the narrative to Lincoln and the Presidents of the new era, whose careers are too Jefferson died before the common widely remembered to need much discussion. Lincoln, dying by the hand of an assassin, left the office to Andrew Harrison once walked out on a found the University of Virginia, as Johnson. After all the calumnies he endured in office and his narrow escape from impeachment, Johnson was sent to the Senate from Tennessee in 1875. Two weeks after he took his of his life when he delivered a most Monroe lived only seven years after | bitter and ill-timed attack on President Grant. Disheartened by the effect it produced, Johnson retired to his home in Tennessee and lived only a few monyounger Adams who ever held a second federal office, died a crushed and broken-hearted man, to an extent at least the victim of the time and its spirit.

General Grant made his widely toppled fortune and wrote his memoirs while he lay patiently awaiting death Rutherford B. Hayes went back to Ohio and spent the last twelve years of

his life in quiet retirement. Chester A. Arthur was defeated for renomination and retired to his home in New York, a virtual political recluse. He died less than two years later.

Cleveland and Harrison lived in at least comparative retirement after the expiration of their terms, and McKinley was slain when entering on his se-

Thus Mr. Roosevelt may find distinguished precedent either way.-Kansas City Star.

BELIEVES IN WOMEN'S CLUBS. Mrs. Julia Ward Howe Thinks Them a Power for Good.

Mrs. Julia Ward Howe, now almost nonagenarian, is still moved by living enthusiasm for the cause she has so long supported. To a young southern writer who was introduced to her in Boston last year Mrs. Howe. after due exchange of conversation. said: "And now, my dear, go home and start a little club for women; any kind of a little club, but make them meet and read and talk. That is what I did. I can't tell you how many little dull and shut-in lives Mrs. Howe's clubs may have been a half century ago, when the outlets to women's lives were fewer than they are now. Clubs nowadays, however, are accused of drawing women away from more serious and worthy pursuits than they can furnish them.

It Is. "How are you getting on in your endeavor to win the hand of Miss

"Fine." "Why, I heard that the entire family was down on you, all but she?" "Well, isn't that doing fine?"-Hous-

## The ABC and XYZ of

A SERIES OF TEN TALKS ON ADVERTISING No. 7

The advertising science is anything but exact. It is an easy matter to diagnose symptoms. But in advertising, as in medicine, very different causes produce very similar disturbances; eye strain, a wabbly steamer deck, or green watermelon; each means an upset stomach.

But there are some broad general principles which are as permanent as the eternal hills.

Mouth to mouth talk is the great secret of popular advertising success. As a general rule people are short on talk. They are always running out. The hopper must be fed. The shrewd advertiser scores every time he produces a new topic of conversation. If he fails to make people talk about his goods he makes them talk about himself. They wash with his soap or drink his tea or rub on his axle grease just to get in touch with him.

Talk can be created about the most commonplace things; baked beans or tooth powder or linen collars. You need only to know what switch to turn

Human nature has not differed for six thousand years; but the point of view is constantly changing.

If the people remained the same; if business conditions remained the same; if society and the weather remained the same, then the advertising of last year would apply this year. But it doesn't. The point of view is different. We are in a continuous turmoil of change. The successful advertiser must live right up even with the clock. Advertise every day to meet the conditions of today. An advertisement that made a big hit last year may fall flat and dead this year. There is in everything a fullness of time; a season when the fruit is ripe; periods when all conditions seem to lend themselves to success. The advertiser must have discernment sharp enough and vision clear enough to know the year and the month and the day of the month in which the people are not only living, but in which they are thinking.

Make goods or entertainment or social position hard to obtain or scarce in amount and then it is that people fall over each other in the mad rush to see somebody else get left. The moment you put up the bars and say "Don't" then it is that people want to climb. The sweetest apples in your neighbor's orchard are those on the tree nearest the dog.



(Copyright, 1908, by Tribune Company, Chicago.)

DODGE THE CUSTOMS OFFICERS. Women Adopt Novel Means of Smuggling Their Pet Dogs.

An equerry to the king of Saxony ing to smuggle a pet dog ashore at Dover, England. It was noticed that his wife, the countess, looked bulky round the waist when she landed, and on examination it was found that she had a dog in a bag hanging from her to say: waist and under her coat. This is really the most fashionable smuggling that is done at the present day.

Many women smuggle their tiny pet dogs backward and forward, to and from the continent, concealed in a muff, or some other means. One of the most ingenious tricks in this direction was told by a well-known veterinary surgeon, who, two or three times a year, has to administer morphia to a couple of very small dogs. Their owner is rather portly, and the dogs pass the customs officers quite safely, reposing one above each breast of the lady.

FEELS THE LOSS OF HIS HOME. Student's Cruel Experimen with the Hermit Crab.

"At the seashore it is an interesting experiment to look for those little shell-dwelling crabs called hermits," said a nature student.

"You find one, then you break his

rushes here and there, up and down with a helpless, terrified and desperate air

"Then you find another shell of the proper shape and size, and you set it in his way. He halts before it. He takes its measurement. As quickly as possible he bustles in. "Then his helpless and lost air vanishes, and, a haughty and fearless

at you from his window, as much as "'Go on about your business!"

householder once more, he frowns out

Out of Usual Rute. It is interesting to come something original in an epigrammatic way once in a while in a new book. Miss Willcock's "A Man of Genius" makes one pause over a paragraph long enough to read it twice. temperature of 104, Tolstoi—and I can't operate. If you'd caught some-

some one says, and again, "Thinking is like sugar-good for the young, but gouty for the old." Like Exciting Stories. At the annual meeting of the Amer-

thing in itis instead of ism, I might."

ican Library association at Lake Minnetonka C. L. Pearson declared that boys love exciting stories, and that if they are to be induced to read they must have such stories. If they cannot get good ones of the kind they will take bad ones, and it behooves the shellhouse. His look of independence writers to remember these things in at once leaves him. Houseless, he connection with the tastes of a boy.



EVERY MEMBER OF THE FAMILY should be photographed at regular intervals. Phe photographs are a pictorial history of their progress and growth.

HAVE YOUR FAMILY PHOTOGRAPHED here and you will secure the best portraits it is possible to produce. Do it now while they are all with you. The dearest possession in some household is a picture taken of some loved one who has gone away or beyond.

Successor to Wm. Helwig.

DeHART STUDIO,