

DUADS.

A fruit-tree in mine orchard bore no fruit;
 Envy, the worm, was canker at the root.
 The north-wind's bitterness, the south-wind's
 mirth;
 This freezes life, that plenty burns to death.
 To work this wrath God needs no Titan
 hand.
 His little locust eats the fertile land.
 The wheat yet green I counted up the
 sheaves;
 The hot-south blew, the field was wither'd
 leaves.
 The priest prayed Heav'n for rain down-
 pour'd a torrent;
 Through all his parish, prayer was held
 abhorrent.

-IDYLA.

Often you hear an expert say, "I should be satisfied to retire upon the money that is wasted annually by such and such a firm." But in no other business is there so much money wasted as in the business of advertising. Whether a large advertisement in a daily paper ever pays is an open question; but there is no question that a small, ordinary advertisement never pays. It is lost in the rack; it cannot be found without difficulty even by him who has inserted it and has a special object in discovering it; the general reader never notices it. You know that you always throw away the advertising sheet of your newspaper; observation will convince you that other people do the same thing. You know that, after a careless glance at the advertising columns you turn to the news; other people are equally intelligent. Yet in the sheet that is thrown aside, or in the columns that are ignored, are thousands of dollars worth of advertising, and you or your firm may have contributed some of the wasted dollars. At the best, an advertisement in a daily paper is only for the day. The only advertising that really pays is in a good weekly paper, which is carefully read, is taken home to the family, is preserved for reference, and is often bound into a volume for the library. In any other line of business these facts would be considered and acted upon; but in advertising men seem to go wild and recklessly throw away money. In fact I have heard apparently sane merchants say, "We never advertise in the weeklies!"—which is equivalent to saying, "We never advertise where our advertisements will be read!"—Town Topics.

A European Tour.

Costs no more than one taken in this country—everything being taken into consideration. Thousands of Americans are finding this out every year by actual experience. Before arranging for your summer trip call at B. & M. city office, corner O and Tenth streets, where steamship berths, tickets and full information will be furnished.

GEORGE W. BONNELL,
 C. P. & T. A.

THE NEW YORK WORLD

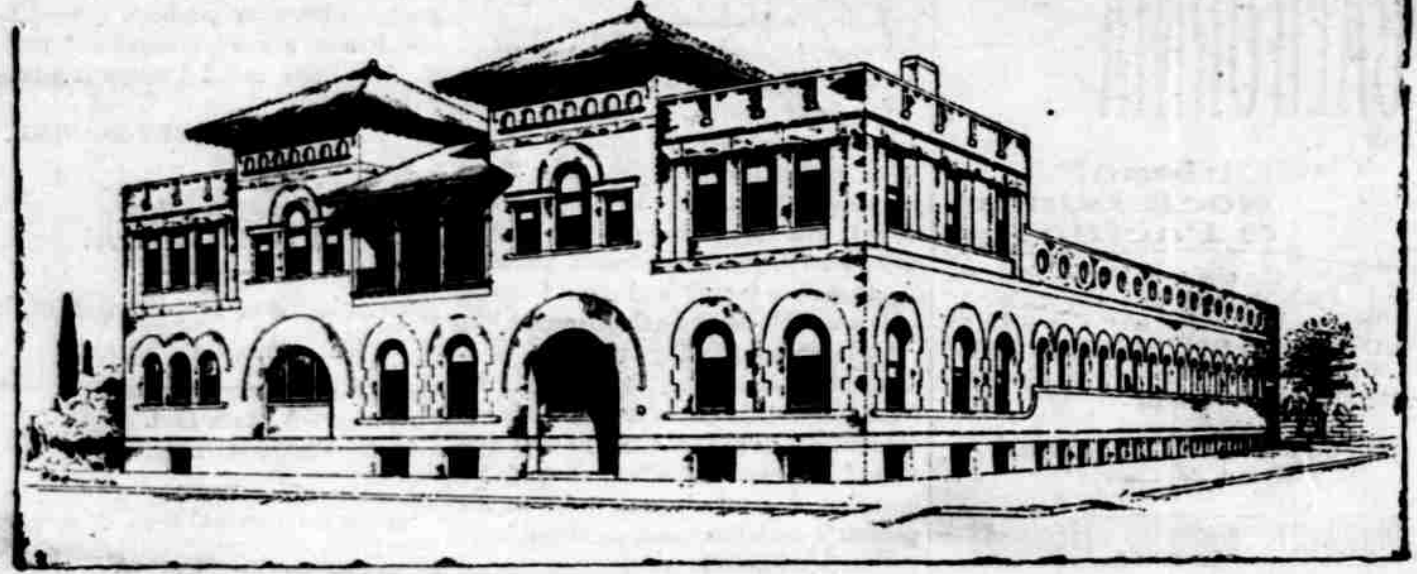
Thrice-a-week edition.

18 Pages a week
 156 Pages a year

A paper as useful to you as a great \$6 daily for only two dollars a year. Better than ever. ALL THE NEWS OF ALL THE WORLD ALL THE TIME. Accurate and fair to everybody. Democratic and for the people. Against trusts and all monopolies. Brilliant illustrations. Stories by great authors in every number. Splendid reading for women and other special departments of unusual interest.

We offer this unequalled newspaper and The Courier together one year for \$2.

The regular subscription price of the two papers is \$4.



Sulpho-Saline Sanitarium, Cor. 14th and M.

All Kinds of Baths—Scientific, Masseurs. A Deep Sea Pool, 50x142 feet.

DRS. EVERETT, Managing Physicians.

\$100 DOLLARS REWARD \$100

The readers of this paper will be pleased to learn that there is at least one dreaded disease that science has been able to cure in all its stages and that is catarrh. Hall's Catarrh Cure is the only positive cure now known to the medical fraternity. Catarrh being a constitutional disease, requires a constitutional treatment. Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system, thereby destroying the foundation of the disease, and giving the patient strength by building up the constitution and assisting nature in doing its work. The proprietors have so much faith in its curative powers, that they offer one Hundred Dollars for any case that it fails to cure. Send for list of Testimonials.

Address, F. J. CHENEY & Co., Toledo O. Sold by druggists, 75 cents.

BURLINGTON ROUTE PLAYING CARDS.

Those elegant cards of the very best quality only 15c per deck. For sale at B. & M. Depot or city ticket office, corner Tenth and O streets.

CURED

Rheumatism, Eczema, Kidney and Stomach Trouble.

It is but the truth to say that hundreds of people suffering from the above and other diseases have been cured or greatly benefitted by the use of the medicinal waters at Hot Springs, S. D. If you are interested address for particulars, A. S. Fielding City Ticket Agent North Western Line, 117 South Tenth street, Lincoln, Neb.

We have purchased (because it is just the thing we have needed) the Columbia Cyclopedic Library, consisting of the Columbian encyclopedia, which is also an unabridged dictionary thirty-two volumes of convenient size neatly bound, four volumes of the annual cyclopedic review, four volumes of current history for 1896, one Columbian atlas and the neat convenient revolving oak case with glass doors. From the evidence obtained we find that some part of this work is placed in the best private and public library in this country and abroad, for the reason that they cover a field relative to the past, present and future progress and achievements of the human race not attempted by others. The plan is original, and the work throughout is carefully and ably written.

Current history contains 220 pages, is issued two months after the close of each quarter, this length of time being taken to reduce all information received to be an absolutely reliable and authentic basis. If these are kept on file, this magazine will prove a permanent and invaluable record of all important movements in political, social, religious, literary, educational, scientific and industrial affairs.

The magazine will be indispensable to all people who have encyclopedias, as it will be needed to keep these works up to date. To those who do not own encyclopedias it will be doubly valuable as their source of information is more limited. About March of each year the four volumes of current history are bound into one volume, known as the Annual Cyclopedic Review. There are now four of these bound volumes covering years 1892-3-4 and 5. The work has for endorsers

and subscribers in this city and state such people as Mr. Gere, editor-in-chief of the Lincoln State Journal, Hon. Joe Bartley, state treasurer, Hon. W. J. Bryan, Mr. Miller, editor of the Northwestern Journal of Education, Hon. H. R. Corbett, state superintendent of public instruction, Dr. R. E. Giffen.

Every reading person has felt the need of brief summaries of current topics and events. The daily, weekly and monthly periodicals and papers may furnish data sufficient, but the labor of collecting and digesting it is frequently out of proportion to the result obtained. A most satisfactory summary may be found in the quarterly journal has been of invaluable service to the library covering a field that no other attempts.

Subscription price, \$1.50 a year in advance; bound volumes, cloth, \$2.50; half morocco, \$2.50; library sheep, \$2.50; embossed sheep, \$3.50; three-fourths person, \$4. Complete library from \$35. to \$100; cases from \$8. to \$44.

The complete library is sold on monthly payments to suit purchaser. City subscriptions will be received at the Courier office for a limited time only, or at Mr. H. W. Brown's book store, direct all other correspondence to C. S. Borum, general agent Lincoln Neb.

NOTICE OF PETITION FOR LETTERS.

In re Estate of Moshier T. Green, Deceased.

In the County Court, of Lancaster County, Nebraska.

The State of Nebraska to Sophia L. Green, and to any and all other persons interested in said matter.

Take notice, that a petition signed by Wm. A. Alexander, praying said Court to grant letters of administration of said estate to J. P. Hebard has been filed in said court; that the same is set for hearing on the 31st day of May, 1897, at 9 o'clock a. m., and that if you do not then appear and contest, said court may grant administration of the said estate to J. P. Hebard.

Notice of this proceeding shall be published three weeks successively in the COURIER prior to said hearing.

Witness my hand and the seal of said court this 3rd day of May, A. D., 1897.

[SEAL] S. T. COCHRAN,
 County Judge.

CHEAP RATES TO TENNESSEE CENTENNIAL AND EXPOSITION

At Nashville, Tenn., May 1st to October 30. Beginning May 4 and on each subsequent Tuesday the Missouri Pacific will sell tickets from Lincoln to Nashville and return at \$35.15 good 20 days from date of sale.

The Kansas and Nebraska limited leaving Lincoln at 2:30 p. m. makes better time by from two to five hours each way than any other line.

Maps, time tables and further information at city ticket office 1201 O street.

F. D. CORNELL,
 C. P. & T. A.

(First Publication April 17.) SHERIFF SALE.

Notice is hereby given, That by virtue of an order of sale, issued by the Clerk of the District Court of the Third Judicial District of Nebraska, within and

for Lancaster County, in an action wherein William Stull and Louis Stull, partners as Stull Brothers is plaintiff, and Joseph Barrett Admr., et al. defendants. I will at 2 o'clock P. M., on the 18th day of May, A. D. 1897, at the East door of the Court House, in the City of Lincoln, Lancaster County, Nebraska, offer for sale at public auction the following described Lands and Tenements to-wit:

Northwest quarter (nw 1/4) of section thirty (30) in township twelve (12) range five (5) east of the 6th P. M. in Lancaster county, Nebraska.

Given under my hand this 23rd day of March, A. D. 1897.

John J. Trompen,
 Sheriff.

Odds—Oh, the agony and suspense of love!

Bodkins—Isn't there any way you can find out how much she's worth?

AMERICAN EXCHANGE NATIONAL BANK

LINCOLN, NEB.

I. M. RAYMOND, President.
 S. H. BURNHAM, Cashier.
 A. J. SAWYER, Vice President.
 D. G. WING, Assistant Cashier.

CAPITAL, \$250,000 SURPLUS \$25,000

Directors—I. M. Raymond, S. H. Burnham, C. G. Dawes, A. J. Sawyer, Lewis Gregory, N. Z. Snell, G. M. Lambertson, D. G. Wing, S. W. Burnham.

H. W. BROWN
 Druggist and Bookseller.
 Whiting's Fine Stationery and Calling Cards.....
 127 S. Eleventh Street.
 PHONE 68.

Fast Time, Through Cars.

To Omaha, Chicago, and points in Iowa and Illinois, the UNION PACIFIC in connection with the C. & N. W. Ry. offers the best service and the fastest time. Call or write to me for time cards rates, etc.

E. B. SLOSSON,
 Gen. Agent.

SYPHILIS
 HAVE YOU More Throat, Pimples, Copper Colored Spots, Aches, Old Sores, Ulcers in Mouth, Hair-Falling? Write COOK REMEDY CO., 207 Milwaukee Temple, Chicago, Ill., for proofs of cures. Capital, \$200,000. Worst cases cured in 10 to 25 days. 100-page book free.

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