

Strong "Pull" and Drawing Power in All of Our Printing



We Make a Specialty of Printing Neat and Attractive Sale Bills

NOT ALL advertising matter is consigned to the waste basket. Some of it finds a place in the files of the recipient or on his desk or his table. The printing upon which one can depend to win this distinction is of the out-of-the-ordinary class, the well-designed and well-executed example of the printing art. Every business man desires that his printing should have what is known as "pulling" power; that is, it should accomplish its intended mission, namely, to set forth the value of goods and secure orders for those goods. The printing we do is of the kind that win the coveted place at the elbow of the prospective customer. Try us.

The Red Cloud Chief
Red Cloud, Nebraska

What the Railroads Do With Their Income

WHY THEY ARE CONSIDERED THE GREAT BUSINESS BAROMETER OF THE NATION

In contemplating the crisis which confronts the railroads at the present time, and which was briefly explained in last week's articles, it is important for the reader to realize that the railroads and the public face each other under radically changed conditions today from those which prevailed a few years ago. The abuses and scandals which have been aired before the Interstate Commerce Commission during recent months were perpetrated for the most part under the old regime of a dozen or so years ago, and can never be repeated under the conditions which now prevail. On the one hand, the Interstate Commerce Commission and the different states either through their Public Utility Commissions or Legislatures, say what rates the railroads shall charge for service. In addition to this, a proposal is now pending in Congress to give the government the right to investigate all new interstate securities before they can be placed upon the market, while similar authority is already being exercised within the states by the different public utility commissions; this means that the last vestige of control over their finances will have been taken away from the railroads and that henceforth their fate will lie absolutely in the hollow of the people's hands. In this connection, we wish to again remind the reader that the hundreds of honest railroad officials throughout the country—men who have managed their properties without a breath of scandal or public criticism—should not be condemned because of the misdeeds of the few. With an aroused public conscience on the one hand and scores of railroad officials throughout the country sincerely and actively cooperating with the different public authorities on the other, we can safely let bygones be bygones—wipe the slate, and with a square deal for the people, the investor and the railroads alike, "start over again."

The President's Anxiety

In last week's article we quoted a portion of President Wilson's recent reply to a group of Eastern railroad executives. That the President has become profoundly concerned over the present crisis which confronts the transportation companies is one more made strikingly apparent in his letter concerning the inauguration of the new banking system to Secretary McAdoo a few days ago, in which he said:

"The railroads of the country are almost as much affected (by the war), not so much because their business is curtailed as because their credit is called in question by doubt as to their earning capacity. There is no other interest so central to the business welfare of the country as this. No doubt, in the light of the new day, with its new understandings, the problem of the railroads will also be met and dealt with in a spirit of candor and justice."

Like utterances have come from scores of other prominent public men and financiers during the last few weeks—men who are above making a selfish plea for any private or corporate interest and whose sole desire is that American business shall emerge from the present precarious situation without disaster. Under these circumstances it is the merest folly for any

citizen to treat the present crisis lightly or flippantly, for we are passing through a period in which the financial resources of every nation in the world will be tested as never before.

Where Railroad Receipts Go

In order that the reader may realize what a tremendous factor the railroads are in the every day business life of the nation and what they mean to its prosperity, we wish to analyze briefly what becomes of an average year's railroad income. Just as the idea has prevailed in the minds of many that the railroads are owned by a few rich men, so the thought has also found deep root that they collect millions of dollars from the public which go into the coffers of a handful of millionaires, and which are permanently withdrawn from the thrift and industry of the people.

At the close of the fiscal year ending June 30, 1913, the records at Washington show that the railroads of the United States had collected a gross income from all branches of their service amounting to \$3,118,929,318. Of this sum, \$1,373,830,889 was paid out for labor—or, to put it in another way, almost 50 cents out of every dollar they took in was immediately paid out to the hundreds of thousands of men and women whom they employ in the conduct of their business. For maintenance of way, equipment, depots, etc., they disbursed \$924,167,491—or almost another thousand million dollars—and in this vast item the reader can grasp what railroad prosperity means to the great steel mills, the lumber and coal industry, the big car and locomotive building concerns, and other sources of railroad supplies. In taxes they paid out the enormous sum of \$123,682,118, which helped to maintain the public schools, public highways and other revenue expenses of every state, county and incorporated town and city in the country. After the interest has been paid on their funded debt and all other characters of expense has been met, they had \$153,426,676 left out of which to declare dividends and to use as a surplus fund for emergencies and improvements of one kind and another.

In other words, after the railroads got through paying for their labor, steel, lumber, coal, interest and other necessary expenses, the above little more than \$153,000,000 was all the surplus they had left for themselves out of an income of more than three billion dollars—and this, too, upon properties worth the gigantic sum of twenty billion dollars, or less than 1 percent upon the total capital invested in the railroads of the country. Thus it can be seen that on the basis of the present rates the railroads pay back to the public in one way and another practically every dollar they receive for service.

Burning Candle At Both Ends

As a matter of fact, if every railroad in the country had charged off a proper percentage for depreciation, instead of having had a surplus of \$153,000,000 left in 1913, they would have had an actual deficit running into the millions. Some of the largesystems have a fixed yearly depreciation charge—but scores of the weaker lines, in their frantic endeavor to pay the interest on their debts and maintain the standing of their securities, use every dollar of

their income to this end, and hence one of the most alarming phases of the present railroad situation is that this process of "burning the candle at both ends" means a deterioration of rolling stock and roadbeds which will render the continuance of adequate and safe service for the public impossible in the very near future. In a recent article, James J. Hill, the great "Empire Builder of the North," points out that American roadroads should spend at least \$500,000,000 annually in improvements and betterments—and it is therefore no exaggeration to say that rapidly deteriorating equipments is one of the ghosts which haunts hundreds of railroad managers throughout the country at the present hour.

As was stated in last week's article, the operating income of the railroads for the fiscal year ending June 30, 1914, was \$120,000,000 less than for 1913, while expenses and taxes were \$76,000,000 greater. It can therefore be seen at a glance that unless the railroads are given some increase in rates in the very near future the time when many of them will go upon the rocks of financial ruin is not far off—and yet the slight increase necessary to save them is so small that the average citizen would not be conscious of it after it had gone into effect.

A Barometer of Prosperity

It is an old saying that when the railroads are prosperous everybody is prosperous, and the manner in which their income is disbursed, as above explained, tells the reason why. In short, for years they have been regarded as the great business barometer of the nation. No other industry in the country employs so many men as do the railroads, and, furthermore, it is a high grade of labor employed upon as lucrative a basis as obtains in any other large industry. When times are good nearly two million people, first and last, are employed by the railroads, and when this vast army is working full time and is contented the millions they pay out for merchandise and for the living necessities produced on the farm cannot help but have a tremendous effect upon the commerce and agriculture of the country.

But this is only half the story. Aside from the nearly two million operatives directly employed by the railroads in normal times, the hundreds of thousands of men who work in the great steel mills, the coal mines the lumber industry and in the big car and locomotive shops are equally vitally affected, for when the railroads are making extensive improvements and buying heavily of these supplies it means that these great industries are running full shift, while when the railroads are subsisting only upon absolute necessities it means that many of them are only working half shift while scores are shut down altogether.

That the farmer has a very vital and personal interest in this situation should be apparent at a glance. When the millions of laboring men in the United States are profitably employed and when all our great industrial enterprises are running full shift it means that he will have a larger demand and receive a higher price for the things he produces on his farm—for his corn, wheat, pork, beef, mutton, cotton, wool and other farm products. In other words, so closely allied is the transportation problem to all the other great industries of the nation that the general welfare of the railroads has become a fundamental concern of every other interest.

(Paid Adv. To be continued next week.)

All Kodak films bought of Stevens Bros., developed free when order for prints is given.

SHE WHACKED CONSUMPTION.

Red Cross Seals Are a Powerful Weapon.

She was richly gowned and bedecked with furs and jewels. He was a shabby, wizened faced sort of man. Both of them came up to the Red Cross Seal booth at the same time. "My wife is dying with consumption," he said in a husky voice, "and we ain't got much money, because I'm out of work, but she did want me to buy five of them seals. She says if she can take a whack at consumption afore she dies she'll rest easier, an' I guess she will." He wiped his eyes with his knuckles and reached for the package of seals which the pretty attendant had put up for him.

"Where do you live?" said the richly dressed woman, who had been an interested listener to the shabby man's brief story. He gave an address in one of the poorest tenement house neighborhoods.

"I was going to buy a few seals for my little girl," said the woman, "but your wife's desire to get a whack at consumption has shown me what I should do. Please give me \$50 worth, m'iss. Tell your wife she whacked consumption harder than she expected."

YOUR TUBERCULOSIS BILL.

How Much Do You Lose if You Do Not Buy Red Cross Seals?

Suppose you were a father of a family of three children earning \$3 a day and you were taken sick with tuberculosis. What would it cost you to get well, and what would it have cost you to have done your share to prevent this disease from striking you? Here are a few leading items of expense:

Six months' treatment in sanitarium	\$200 00
Care, family of four, at \$8 per week for six months	192 00
Loss of wages for six months at \$3 per day	432 00
Total	\$824 00

Now, what would have been your share in the prevention of tuberculosis?

"An ounce of prevention" in the proper care of the body	500 00
A study of some literature on the prevention of tuberculosis, which can be secured free of charge	00 00
The stopping of all bodily excesses	00 00
A timely examination by a doctor	8 00
The purchase of 100 Red Cross Seals as your share in the general preventive campaign against tuberculosis	1 00
Total	\$1 00

How much do you lose?

RED CROSS SEALS DECREASE TUBERCULOSIS RATE.

"Would to God your work had started fifty years ago," was the comment of an Arizona conservative in writing the other day to Dr. Hoyt E. Dearholt, executive secretary of the Wisconsin Anti-tuberculosis association. Part of the letter follows:

"Fine work, old chap! That decrease in the death rate seems a remarkable gain to me. I had not expected results as soon as that. I have always laughed at the authorities who claimed that in ten years a case of tuberculosis would be as rare as one of smallpox is today. The bad work of centuries cannot be undone in ten years, and so I marvel at your wonderful progress. I trust the errors in statistics, if any, are all in your favor. You inspire me. Would to God your work had started fifty years ago. Probably then the disease would have missed me."

The letter contained a check for Red Cross Seals, from the sale of which the entire support of the Wisconsin work is derived. Every seal you buy is a bullet in the fight against tuberculosis.

ELLEN EXPLAINS RED CROSS SEALS.

Ellen, who is seven years old and lives out in Kansas City, came home from school the other day with a red, green and white "subscription card" the teacher had given her. Her mother had seen something about Red Cross Seals in the paper, but didn't know just what it was all about.

"Oh," said the seven-year-old proudly, "don't you know? They use the money to take care of sick folks—sick folks that haven't got any money to take care of 'emselves. The money they get from the Santa Claus seals goes to run a hospital for those folks. And they pay doctors and nurses to teach people how to get well and how not to get sick. Teacher told us all about it. See, this paper tells."

Then Ellen's mother read the folder that small daughter had brought home, telling how often tuberculosis can be prevented, and when she had finished she signed the card for a liberal number of seals.

SOME RED CROSS SEAL FIGURES.

Few people have any conception of the magnitude of the Red Cross Christmas Seal Campaign. Here are a few figures that will show what a gigantic movement this is. Already 115,000,000 seals have been printed and practically that entire number distributed to agents in almost every state in the Union. Probably 15,000,000 more will be needed. Advertising circulars, posters, cards, etc., to the number of several million, have been distributed. It is estimated that the army of paid and volunteer workers engaged in selling seals numbers well over 100,000. The advertising and publicity donated to the campaign amounts to several hundred thousand dollars.

Open For Business

We are again ready for business and can be found in Lindsey building until our new store is ready. Our stock of Drugs was entirely destroyed and we are now opening our new stock of

Drugs, Patent Medicines and Druggist Sundries

We also have a new stock of

Christmas Goods

Toilet Cases, Manicure and Traveling Cases, Vases, Games, Pictures, Etc.

Our stock of Books and Stationery, Calendars, Christmas Cards, Fountain Pens, etc., are all new and up-to-date.

School Supplies

We have our usual stock of Tablets, Pencils, Erasers, Pens, etc., all new and fresh.

Fire Sale

We still have some of the fire stock goods which you will find on the counters in the back of the room, which we are selling without regard to first cost. We invite you to call and see what we have.

YOUR TRADE WILL BE APPRECIATED

CHAS. L. COTTING
THE DRUGGIST

HENRY COOK, M. D.

DEALER IN
DRUGS, BOOKS, STATIONERY, SCHOOL SUPPLIES AND TOILET ARTICLES

FURNITURE

AND

UNDERTAKING

ED. AMACK

ALL THE PHONES - NEWHOUSE BLK

CHRISTMAS STORE

BRING THE CHILDREN TO THE

SANTA CLAUS STORE

We have gifts for the ladies

Toys for the babies

Gentlemen will find

Presents of every kind

The Model Variety Store

Remarkable Land Chances For You in Wyoming

Now is the time for you to visit the Big Horn Basin and travel through it over the Burlington's new Wyoming Mainline between Denver and Billings—the railroad that is going to increase farm acreage, settle up the Government's irrigated homesteads, increase the population of towns and increase land values generally.

Why do you till the soil of another, getting nowhere towards land ownership for your family, when with a small payment you can homestead a Government irrigated farm with a reliable and permanent water supply on a 20-year easy payment plan with no interest—that makes it almost a gift to you.

The North Platte Valley—Here is another section called by many, "America's Valley of the Nile." It is, also, on the Burlington's new Wyoming Mainline. Today you can get an irrigated farm in that Valley whose value is bound to increase on the completion of this mainline.



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