

One Moment, Please! Who's the Town Buster?



- The citizen who sneers at his own town.
- The citizen who belittles local enterprises.
- The citizen who scoffs at home improvements.
- The citizen who buys his household goods by mail.
- The citizen who gets his job printing done outside.
- That man's THE TOWN BUSTER.

TEMPERANCE COLUMN

Conducted by the McCook W. C. T. U.

Fathering.

It is said that the world needs mothering. It needs to be taken within the strong and tender arms of the mother love, which will soothe its querulousness, heal its wounds, and kiss away its tears. It needs that beyond a doubt. Not for a long while yet will there be too much mothering, too much sympathy and comforting, and kindly ministry. But there is too little of something else. For lack of this something else, motherhood has to nurse a million unnecessary wounds and sooth a million uncalled for sorrows, and the world goes bumping, crashing, at cost of nerve and health and life, over rocks which ought to be in the way at all. The precious human love and pity are one short, as the bird of blessing that should have healing in her wings, describes, instead of the straight course to happiness as health she ought to follow, a succession of vicious circles of non-advance, or a best a slow spiral of ascent that is heard breaking to a lover of his race.

ETERNAL MOTHERHOOD.

That needed thing is fathering. The motherhood of God is theoretically a late discovery of humanity. As a matter of fact, the motherhood of God has through all the ages been finding its expression in human life, its highest visible expression, far more than has His fatherhood. Every human mother who is what a mother ought to be is an incarnate throbb of the mother heart of the Eternal. Life presents us with innumerable noble specimens of every grade of motherhood, from the unconscious insect mother who will never see her multitudinous brood and would not know them, through all the stages up to the Christian mother, whose love is as broad as the universe, deeper than hell, high as the heights of heaven, and far-sighted as the angels of God.

We must acknowledge, that the evolution of the father too often lags far in the rear of the evolution of the mother. The world gets more genuine mothering, more mothering that approaches its ideal, twice over, than it gets of fathering of the same high grade. The characteristics and demand of our civilization partly account for this, and, partly, the fact that mothering comes by instinct, implanted in the very flesh and blood and frame-work of the woman, while the other must be reached by slower processes of reasoning and conscience and religion. Whatever accounts for it, it is true.—President Philip Wendell Crannell.

To avoid serious results take Foley's Kidney Remedy at the first sign of kidney or bladder disorder such as back ache, urinary irregularities, exhaustion, and you will soon be well. Commence taking Foley's Kidney Remedy today.

Your complexion as well as your temper is rendered miserable by a disordered liver. By taking Chamberlain's Stomach and Liver Tablets you can improve both. They cleanse and invigorate the stomach and improve the digestion.

Daring Betting.

During the close of the eighteenth century the craze for gambling in England rose to an extreme. At certain notorious clubs every incident was made the subject of a wager, and thousands changed hands over the veriest trifle. A certain Mr. Blake made himself notorious by betting £1,500 that a man could live twelve hours under water. He hired a daring fellow, and purchasing an old ship, they were sunk together by way of settling the bet. Neither ship nor man reappeared, so Mr. Blake had to pay up. The famous Earl of Carlisle once staked £5,000 on a single card at faro. On one occasion at Brooks', another noted gambling club, Lord Robert Spencer lost the last shilling of the fortune which he had obtained from his brother, the Duke of Marlborough, and General Fitzpatrick was in the same condition. The twain combined, and, borrowing a sum of money, they opened a faro bank. They had a run of luck, and Lord Spencer's share of the proceeds came to £100,000. He pocketed this cash and never gambled again.—London Tatler.

One Block of Sightseeing.

It was on East Eleventh street that the sightseeing wagon started. Anxious mothers placed their very small children in it, then stood anxiously watching the youngsters for fear they would fall out, in spite of the fact that the wagon was very low and drawn by a little white pony, who went along in a walk. A man walked beside the wagon. A small boy on the front seat drove, holding the reins in a slack way and chatting with a small child by his side.

"How much do you charge them for a ride?" asked a woman on the sidewalk.

"One cent," said the man. "And how far do you go?" she asked. "Just up and down the block," said the man. "Afraid to go any further—afraid I'll lose them."

The woman counted the children, sixteen. Sixteen cents for going up and down the block.

"There are a lot of little ways of earning a living on the east side," she said.—New York Press.

The Boatwain's Judgment.

It was somewhere in this wide, wide world, just where has slipped my mind, and they were about to buy beef on hoof for the ships. So the officer whose duty it is to make the purchase took ashore with him the bo's'n, as representing the crew, to look over the animals and either object or not. They approached the first animal.

"How will that do?" asked the officer.

The bo's'n cautiously approached the beast, bent down and gingerly ran his thumb and forefinger down first one shank and then the other until the whole four shanks had been examined. Straightening up he said:

"He'll do all right, sir."

The officer, flabbergasted, cried: "But, dash it all, you can't tell the good points of a bullock by the shanks!"

"Perhaps not, sir, but they're the only parts we ever gets, sir," was the reply.—Pall Mall Gazette.

A German Holiday.

At Haslach, in the Kinzig valley, in Germany, Feb. 22 is a holiday and has been observed as one for hundreds of years. Once upon a time, the story teller who explains its origin begins. Haslach was overrun with snakes, and no one knew how to drive them out. One day a great flock of storks appeared, and they were the saviors of the place. In recognition of this deliverance from the pest, which occurred on Feb. 22, the day has been kept sacred and is known as "stork day." An appointed official known as the "stork father" parades the streets, followed by as many children as care to join the procession. He wears his "Sunday clothes" and a high hat decorated with two stuffed storks. Stops are made by this procession at houses along the line, and the children receive gifts of sweets and small coins, every householder feeling pleased to show his gratitude to the stork.

Nest Eggs.

Take a nice fresh egg and separate the white and the yolk so that the yolk will not be broken. Put the white into a bowl, add a pinch of salt and beat it until it is very stiff. Have ready some little bowl that is pretty enough to put on the table, but that will not break in the oven. Pour into this the stiff beaten white and make a little hole in the middle of it with a spoon. In this little hollow place the yolk, still unbroken. Set the dish in a hot oven and cook for three or four minutes, or until the white has browned a little and the yolk is firm. There must be a separate dish for each egg that you cook in this way. Serve right away.—Delimitator.

The Echo.

A little boy was amusing himself by hallooing, then listening for the echo. "What is the echo, mamma?" he asked. His mother attempted to explain, feeling all the while how inadequate her explanation was. The little fellow trotted along at her side, silent for some minutes. Then his eyes fell upon his shadow.

"Oh, I know what echo is," he exclaimed joyfully. "It's the shadow of our voices."—Los Angeles Times.

A Palpable Hit.

"Now, sir," demanded counsel for the defendant, "tell us what time this alleged robbery took place."

"You had better ask your client," retorted the plaintiff. "He had my watch!"

He dwells nowhere who dwells everywhere.—Martial.

For Social Betterment.

The National Conference of Charities and Corrections to Be Held at Buffalo. Scope of the Proceedings and Far-reaching Effects of the Work.

THE past year has been an unusually important and fruitful one in the work of the charitable and philanthropic societies throughout the country, and the progress toward more effective and scientific treatment of the causes of poverty and crime has been notable. For these reasons exceptional interest attaches to the forthcoming national conference of charities and corrections at Buffalo from June 9 to 16, inclusive. It is now thirty-six years since the first of these conferences was held. Although the plan of the conference has resulted in the adoption of very systematic methods for the conduct of the proceedings, there has never been a written constitution, and the conference really consists of a rather informal meeting of seven or eight large bodies of men and women engaged in as many different lines of social and philanthropic work in the United States and Canada. They come together in what is, as the name implies, a national conference rather than a convention, and, owing to the freedom of action permitted, more practical results are often attained.

The president of the conference this year is Ernest P. Bicknell, director of the American National Red Cross in Washington. Mr. Bicknell is one of the foremost men in the philanthropic world in America. He is a graduate of the University of Indiana and was for a number of years a reporter on the Indianapolis News. He left newspaper work to become the secretary of the state board of charities of Indiana, and during his administration very many of the plans and laws which have placed that state in the fore rank of those states which most nearly meet their responsibility to the dependent, defective and delinquent classes were laid. In 1898 he resigned this position to become general superintendent of the Chicago bureau of



ERNEST P. BICKNELL.

charities, which he held until about a year ago. At the time of the San Francisco disaster Mr. Bicknell was called from Chicago to the stricken city to help straighten out the tangles in the relief work there. His efficiency and diplomacy won for him national recognition, and he was soon after called to Washington to become the executive head of the American National Red Cross. Since that time he has supervised the work of relief in the forest fire region of the northwest, in the southern flood region and most recently in the earthquake zone in Italy. He has just returned from the latter field of activity, and his presidential address to the conference in Buffalo will deal with "Problems of Relief Growing Out of Great Disasters." The year has been one in which especial attention has been given among students of social problems and workers in the tenement districts to reforms pertaining to caring for dependent children, to the betterment of conditions in congested districts and to the opportunities for educating the public along sociological lines by use of the press. The conference at the White House on the subject of treatment of dependent children, called by Mr. Roosevelt, resulted in bringing to light many new ideas on this theme.

The committee of the conference on "Families and Neighborhoods," of which Robert A. Woods of South End House, Boston, is the chairman, is comprised of charity organization workers of the country, together with people engaged in social settlements and allied activities. This section, as its name indicates, deals with problems of social service as they affect the family and the neighborhood.

One of the interesting developments in social work in the United States in recent years has been the application of the methods of organized charity to work for social betterment in country communities. This matter will be discussed by Professor L. H. Bailey of Cornell University, who was chairman of the Roosevelt country life commission.

There will be an important discussion as to use of the press in forwarding social betterment, and the talk on this line will be started by an address by Dr. Albert Shaw, editor of the Review of Reviews on "The Opportunity of the Publicist in Relation to Efforts For Social Betterment."

The Model Army of the World.

What army was the strongest of its time? Judging by results, the Roman army was so from the fifth century B. C. onward until the division of the empire. Its fighting organization was as complete as and possibly more practical than that of any army of today. It was based on a territorial system which maintained the comradeship of locality without bringing it into antagonism with that of the corps, for each of the thirty-five Roman "tribes" was required to furnish to each legion four "centuries" of 120 men, each of which worked together as a local unit. The legion was divided into five cohorts or battalions, of which three were troops of the line, two were a kind of militia and the fifth was a depot battalion. For almost eight centuries the army thus constituted not only conquered the then known world, but acted as explorers beyond its limits and at the same time made and unmade kings and emperors in Rome itself.—Pearson's Weekly.

Too Well Done.

Mrs. Eliphabet Howe of Centerville had never encountered "Hamlet" either in the pursuit of literature or on the stage up to the time of her first visit to her Boston niece. On that occasion she was taken by the niece and her husband to see a performance of the play.

"How did you like it, Aunt Jane?" asked her nephew-in-law as he piloted the old lady up the aisle by her elbow when the performance was over.

"If that's what you call a 'play,' I call it hard work," said Aunt Jane indignantly. "How you and Nettie can sit calm in your seats and see such heartless doings is beyond me. Why, that Hamlet man looked so sick I shouldn't have been surprised if he hadn't lived to finish out his talking. And by the expression of those other folks I'll venture to say they felt the same. I had my smelling salts all ready in case of need from the first minute he came on to the platform."

The Finicky Humor of Leschetzky.

Some amusing stories are told of Leschetzky, the great piano teacher, whose comic spirit is one of the predominant features of his character. It is well known that he is a man of strong likes and dislikes. When an American pianist a dozen or so years ago went to Vienna to study with him he wore his hair long, a habit much affected at that time by the aspiring young artist. So greatly did his general appearance annoy the professor that at the end of the first lesson the student received instructions to go and have his hair cut short. Although loath to part with his locks, the young pianist nevertheless obeyed and turned up at the next lesson with his hair cut in the conventional way. Still Leschetzky was not satisfied. "There is something about you that I don't like!" cried the professor. "Your ears are too long. Have them cut off and let your hair grow again!"—Smith's Magazine.

Electrical Discharges From Plants.

The atmosphere surrounding our earth is known to be electrified, and its charges are bound to play an important part in many phenomena. Atmospheric electrification thus is responsible for the formation of rain and hail, and while fine weather generally is characterized by the presence of positive electricity, a change in the weather is generally accompanied by a change in the sign of atmospheric electricity. That the electrification of the air does exert some influence on plant growth is inferred from the fact that electrified plants, under the influence of sunshine, can give off electricity from the leaves, and as the air is naturally electrified relatively to the soil all plants are bound to be in a constant state of slow electrical discharge which is made active on the rising of the sun.—Technical World Magazine.

Helped Out.

A grocery clerk in a small town had been considerably bored one day by solicitors for church fairs, rattles, charity and other purposes and was getting disgusted when a small, red haired urchin came in and asked him if he could help him out with a baseball glove.

"Got the glove with you?" asked the impatient clerk.

"Er—no," answered the urchin. "Then," said the irritable clerk as he caught him by the neck and trousers, "I'll help you out without it!"—Judge.

In a Dilemma.

"A necklace of diamonds has been stolen from me!" said Mrs. Cunnrox.

"Aren't you going to notify the police?"

"I don't know what to do. It does seem rather classy to be robbed of jewelry, and yet I hate to have people think that I'd ever miss a little thing like a necklace."—Washington Star.

Exclusive.

"Where do the Hottentots live, Mary?" a schoolteacher asked one of her pupils.

"I don't know, 'm," said Mary primly. "Ma won't let me visit any of the people in this neighborhood."

The Exceptions.

"Binks has a fine new apartment."

"Everything stationary in it, I suppose."

"Absolutely everything—except his wife and the cook."—Harper's Bazar.

Cynical.

Sillious—Do you think it is possible for one woman to make another woman perfectly happy? Cynicus—Oh, yes; simply by envying her.—Philadelphia Record.

You cannot dream yourself into a character; you must hammer and forge yourself one.—Thomas Carlyle.

TALKS ON ADVERTISING

V.—Getting New Customers And Holding Them

By Henry Herbert Huff

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"Mr. Business Man, it costs just so much for running expenses—rent, light, fuel, clerk hire—whether you sell ten or a hundred dollars' worth of goods per day, does it not? You call them fixed expenses. Now, the only way to lower fixed expenses is to increase sales. Up to a certain point all excess business brings you an added profit. It pays to lay hold on all you possibly can. Advertising offers the best means for increasing trade. New customers are attracted by leaders—merchandise at unusually low prices. An instance is told of an old lady who came nine miles to get a spool of cotton thread for 3 cents, but she purchased several dollars' worth of goods before leaving the store. The ad. has accomplished its mission when it gets a prospective patron within the doors. That is the most difficult part. It is then up to the merchant to make the most of the opportunity and win him for a permanent customer.

"The merchant who utilizes newspaper publicity has the whole world to draw trade from. He is confined to no particular neighborhood. He knows no barriers. Wherever he can send his advertising, there he can solicit business. Some of the more ambitious country merchants are drawing business from the big towns! The advertiser's opportunities are unlimited. Through the newspaper he can reach people he never saw or who perhaps never heard of his store."

"But how about holding them?"

"That depends quite as much upon the merchant as the advertising. If customers receive satisfaction, they will continue to come. But nothing HOLDS them like continued bargain offers. Have a few new specials every Saturday. Keep the farmers guessing what will come next."

"What advice can you give to the dealer starting in business?"

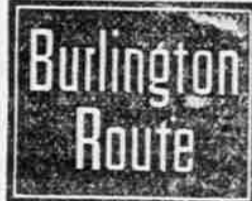
"What more at variance with good judgment could be imagined than for a merchant to come to town, rent a store, fill the shelves and counters with new goods, arrange attractive displays in the windows, put competent salesmen behind the counters and then—WAIT for business; WAIT for people to come in and buy; WAIT for them to find out what he has to sell; WAIT for the public to learn of his very existence? And yet it is not uncommon for one to do this! Advertising would have carried all such information to prospective buyers. He spares no expense to have stock and fixtures the finest and yet neglects the greatest essential of all. Should you inquire why he spends nothing for publicity he would probably say that pleased patrons and his window displays are sufficient advertising. Word of mouth publicity is the best, but it is too slow. Gossip has wings, but favorable news travels slowly. And as to the window—a newspaper announcement is often necessary to call attention to it."

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The Call of The Coast

The Seattle Exposition invites you. The Pacific Coast country, in the development of its marvelous civilization, solicits you to journey through that land. The melting snow of the mountains is a magical resource, shaped to the genius of electrical and horticultural wizards; those mighty forests are the last of their kind left standing in this country; there are no such orchards, orange groves or floral landscapes in the world—nor have there ever been. On a tour of the Coast you pass through an empire, where the romance of the Spanish past has been merged with the human activities of the new West.

See your own country; see the West with its fast growing wealth, population and incomparable cities, and learn what a future it may offer to your sons; this five thousand mile journey is a broad education. 1909 offers much to tempt you.



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That is the No. of ONE of the best Lumber and Coal Concerns in a No. ONE town, which is located on ONE East Street. But if you can't find it, call phone No. ONE, when you will be informed that you can get No. ONE lumber, No. ONE coal, No. ONE service, No. ONE treatment, in fact No. ONE first, last and all the time.

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