

## GET PUBLICITY ON CALENDAR

That Form of Advertising is the Most Popular With the Merchants of China.

It has been known for a long time what a relative task it was to go visiting in China—that is, if you happened to be a lofty dignitary and must therefore carry along a card of uncomfortable dimensions. Advertising, it seems, shows a corresponding divergence not only from occidental methods, but from those of nearby Japan. There are thousands upon thousands of newspapers in China, but they are not very firmly established, and when they do not soon disappear altogether, they are almost sure to change name frequently, as has been known to happen with certain American products. Newspapers of the republic have an average daily circulation of 3,000, which is larger than it looks, since the papers are carefully passed from hand to hand. There is, then, to be sure, newspaper advertising as well as posters. But the most popular form of publicity for merchants is—the calendar! Nowhere is that humble domestic article more important than in China. Advertisements here placed are looked upon every day. And after all, when you look at the calendars that begin to arrive about this time of the year, isn't it possible to imagine that China is not so far from the West as it might be?—Christian Science Mont. Tor.

## TO OPERATE AIRSHIP FLEET

Ambitious Plans Credited to English Company Well Within the Realm of Possibility.

A company has been formed in England for the purpose of operating a fleet of airships to various parts of the world. The syndicate desires to acquire ground near Southampton, where it proposes to erect a tower 120 to 150 feet high to which airships may be moored, and an elevator will take the passengers up the tower and into the gondolas of the ships. The syndicate intends to have a fleet of non-rigid airships in commission next spring; the smaller will carry 32 passengers and crew and the larger 40 passengers and crew. The company also anticipates running some of the larger rigid airships now in course of construction. These will have a carrying capacity of 150 passengers and be able to travel to any part of the globe. It is proposed to use the smaller non-rigid airships to feed the larger ones and meet them at the principal centers. The cost per mile is put at about half the cost of a taxicab fare today, approximately about 18 cents per mile. —Scientific American.

## BREAD--The King of Foods.

Give it the place of honor at your board at every meal. It is the most nourishing and wholesome food which can be had, and consequently, should be well partaken of.

Cultivate the habit of Eating Bread—More Bread, and notice the tremendous improvement in health which you will experience.

Bread made with

## COW BRAND FLOUR

is the best of all breads—just as bread is the best of all foods. Every slice is delicious, rich in nourishment and of true bread flavor.

## North Platte Flour Mills.

## LAST FRAGMENTS OF EMPIRE

Romance in Disappearance of Red Dots From the Map of Western Canada.

A map of western Canada kept in the offices of the Hudson Bay company in Winnipeg is sprinkled with tiny red dots. Two centuries and a half of romance and history focus in these little red dots.

When the Hudson Bay company in 1870 surrendered to Canada the vast territory granted to it by Charles II of England, it retained one-twentieth of all the land in the "fertile belt" of Manitoba, Saskatchewan and Alberta between the North Saskatchewan river and the international boundary.

This one-twentieth was distributed throughout every township and each of these red dots on the map represents an area of from 160 to 640 acres.

These lands are today just as they were when the company's first forts were erected on Hudson bay. They are just as they were when the buffalo pastured upon them and Indians and trappers snared or shot fur-bearing animals in this domain half a century ago.

Though now surrounded by farms, they have never been touched by a plow. They are still islands of primeval soil in the midst of rich farming districts.

The little red dots are disappearing one by one from the map. Each one that disappears means that the land it represents has become a settler's farm. All the dots represent 3,000,000 acres.

The company is rapidly disposing of all its remaining land to settlers. When the last dot disappears from the map, the last fragment of Hudson Bay company's old empire will have disappeared from the North American continent.

### Use for Helgoland.

The Royal Society for the Protection of Birds in England and the Permanent Wild Life Protective Fund of the United States join in suggesting that Helgoland be made a reservation for the birds that migrate along the coast of Europe. The island is less than one-fifth of a mile square, but it is directly in the path of migratory birds, and when Germany has removed the fortifications and other military establishments the birds will probably use it.

## TELLS HOW HE CURED COLD

New York Physician Passes on Remedy Which He Declares Does Away With Affliction.

This is how Dr. L. Duncan Bulkley of New York cures his own colds and those of other people. Doctor Bulkley tells the story in the Medical Record, as follows:

"Yesterday I had about as severe a cold as possible, which had been coming on several days, and had been simply neglected, and I sneezed and coughed all day, using any number of handkerchiefs. In the afternoon I took one or two doses of soda, half a teaspoonful, and in the evening took five more, at half-hour intervals, in warm water. At midnight I took one of the grip powders I have so long prescribed, ten grains of phenacetin with 20 of soda, with hot water, and went to bed with two handkerchiefs under my pillow. I dropped to sleep very soon and slept soundly until called at 7:30, when I took another of the phenacetin and soda powders and found the cold entirely gone; exactly the experience which I reported before and which I have had many times.

"Last year from October to late spring I wrote for the phenacetin and soda powders, ten grains and 20, almost every day, and sometimes at least four times in the day, for patients threatened with grippe, and although I questioned many patients at subsequent office visits I have yet to learn of any failure to arrest the trouble."

## TO WORK OLD COPPER MINES

American Company, With Modern Machinery, Will Reopen Shaft on the Isle of Cyprus.

Equipped with modern mining machinery purchased in the United States with California money, the rich copper mines of the Isle of Cyprus, which centuries ago furnished copper for the civilized world, may in a few months be turning out thousands of tons of that metal.

According to an announcement made yesterday, a syndicate of California capitalists has secured a long-term purchase lease on a score or more of the most valuable workings on the island, and engineers are now on the ground outlining plans for installing modern mining machinery to replace the crude plants maintained by the Phoenicians centuries ago. While the names of members of the syndicate were not given out, D. C. Jacklin, multi-millionaire copper magnate of San Francisco, is the recognized head of the corporation.

When the war first broke out the syndicate had about completed plans for perfecting their lease of 22 claims on the island, but complications brought about by the conflict forced abandonment of the plan until after the signing of the armistice.

### Art Criticism.

One day a German subaltern who had been ordered to find billets presented himself at my house, writes a Belgian woman in the World's Work. I showed him among others the room occupied for more than two years by the American delegates of the relief commission, in which a reproduction of an ancient work of art—a bust without arms—stood on the mantelpiece. The subaltern thought the room appeared to be comfortable, but, seeking to make himself disagreeable, he raised his eyebrows, after looking at the reproduction, and said in a rude voice:

"Why, madam, did you cut the arms off this bust in a room destined to be occupied by a German officer?"

Words failed me. What could I say? He left the house with an offended air. But the incident had no sequel, which was most extraordinary.

### Lived Long in Seclusion.

Forty years in the District of Columbia without having set foot on the streets! Such was the record of several of the sisters of the Visitation convent, formerly located at Connecticut avenue and I. street Northwest. I am told on authority. For forty years these sisters lived in the school taking their exercise in the spacious grounds back of the building, surrounded by a high wall. As you go past the building now you see it almost razed to the ground by wreckers the building and site having been sold recently for a big price. So the good sisters at last came forth from their cells and trod again the streets of the national capital for the first time in forty years.—Washington Star.

### Prizes for English Weavers.

A gift of \$10,000 from John Crompton of Manchester, England, will provide rewards to the designers and weavers of original cotton fabrics designed and woven in technical colleges or weaving schools in the British empire. One-half of the fabrics sent in for competition must be entirely of cotton, and the remainder may contain 70 per cent of cotton threads. A special committee of the Textile Institute of Manchester will take care of the collection of the samples.

### On Venice Canals.

The main entry to Venice from the railway station is by the celebrated Grand canal by means of gondolas or omnibus steamers. The latter maintain a regular service along the Grand canal and across the lagoon to the island of the Lido. There are also tram-steamers connections between Venice and the more important lagoon islands.

## DRAW MILLIONS FROM LAND

Immense Wealth Accruing to Fortunate Property Owners in the City of London, England.

The most elaborate and the largest map in the world is the "valuation" map of the city of London, which was some twenty years in the making, and which is more than thirty feet wide and twenty feet from top to bottom. The map is of the metropolitan district of London, embracing an area of 115 square miles, and every house, shop and piece of property in that area is shown. Nearly 40,000 separate estates are listed.

Some curious and interesting facts about London landlords are shown by the great map. The wealthiest estate is that of the duke of Westminster, 400 acres, with a rent roll of \$15,000,000 per year. This is not by any means the largest estate in London, however, though its location makes it the most valuable. In South London is one estate which covers four square miles, and there are several exceeding two square miles. Lord Howard de Walden's estate brings in rents to the amount of \$10,000,000 per annum, and the 250 acres belonging to the duke of Bedford rent for \$10,500,000 per year. Lord Northampton, the duke of Norfolk; Lord Portman and Earl Cadogan each own around 200 acres of city property, and their rents run from about \$5,000,000 to \$8,000,000 per year each. Not a bad idea to let a city like London grow up around one's farm.

### Another Slap at "Mere Man."

"Marriage is a desperate thing," said John Selden way back in the sixteenth century, and now it looks as if we of the twentieth century were doing our bit to make it still more desperate. A begowned dignitary over in Newark has decided (and unfortunately his decisions have legal weight) that the lesser portion of the marriage contract has no right to compensation for work performed in odd jobs around the house on his wife's property, such as carpentering and painting the fence, or washing the dishes, or getting up to warm the baby's milk when it begins to squall at 3 a. m.

These things must be done free. He ought to be glad to do them. And if the wife isn't able to persuade him of this the court will undertake to assist her.—Brooklyn Eagle.

To whom are you going to sell your Hay and Grain? The Harrington Mercantile Co. will offer the highest prices. 64t

## WOMEN TAKING TO MONOCLE

Single Eyeglass Rapidly Becoming Popular Among the Smart Set in English Society.

Two fashionably dressed women were seen in Regent street the other day, each wearing a monocle screwed into the right eye. According to a member of a well-known firm of opticians the wearing of the single eyeglass is becoming popular among women in society.

"We have had several orders for monocles from women recently," he said. "In every case there was genuine trouble with one eye only. Rather than wear pince-nez fitted with one plain glass for the good eye, they preferred monocles as being the least disfigurement. They all chose those fitted with gold rims as being the most comfortable and the easiest to keep in the eye. They take cords also, for it requires the confidence born of long experience to wear a monocle without a guard.

"After all, why should the monocle be a masculine glass only? It is a mistake for some people to regard it as only a facial decoration for dukes and politicians. Where only one eye is defective a superfluous glass is a nuisance.

The monocle lends distinction to the right kind of face. It best suits people with sharp features. It is about time that the monocle came into its own."—London Globe.

### The Best of Reasons.

The cartoonist who, the other day, pictured "Wonder What a Prince Thinks About?" probably wasn't far wrong when he showed his subject rather bored with what he had to go through. Apropos, the story is told of a young prince of the Orient making many friends on the steamer which bore him to England, so that at the conclusion of the voyage these friends arranged a dinner in his honor in London. It was a smart affair and a fashionable company, but the prince did not put in an appearance.

The following morning the chairman of the committee asked him why he hadn't shown up. "I wasn't hungry," the prince answered simply and calmly.—Boston Transcript.

### Wanted a Farm to Rent.

Improved for spring crops, hard land. If any fall wheat on place would buy the share if priced right. Can notify me or John Goedert, Sutherland, Neb. A. J. WILLMES, Otis, Colorado 10-3

## A SERVICE MESSAGE

### A Good Time to Invest Money.

The purchasing power of your dollar at this time is less than half what it was before the war. But EVENTUALLY your dollar will purchase more than it does today.

Let your plan be to save your dollars now so that they will buy more in the future. Invest them in our Certificates of Deposit where they will be absolutely safe, and at the same time increase materially in value by the addition of the liberal interest money they will earn.

These Certificates make an ideal arrangement for your idle funds.

## Platte Valley State Bank, NORTH PLATTE, NEB.

## PUBLIC SALE

The undersigned will offer at public sale at the Cedar Ridge Farm 6 miles south and half mile west of Stapleton on

**Tuesday, February 24th, 1920**

### 55 Head of Cattle

Consisting of forty-five 2 and 3 year old heifers, seven milk cows and three calves.

### 32 Head of Horses

Big heavy kind. Twenty-five are mares. There is a future for this class. One Shetland pony, gentle.

### THIRTY SHOATS.

### Farm Machinery of all Kinds,

including six sets of Harness and 2 Saddles. Also a lot Household Goods.

Free Lunch at Noon,

**L. C. Mitchell, Owner.**



## A Drop in the Bucket

Every householder's expenses are divided into a number of items; food, rent, clothing, fuel and light, house-furnishings, insurance, education and amusements, sickness—and the telephone.

Of all these items of expense, the telephone bill is one of the least, being a very small per cent of the total cost.

For a trifling sum you have constantly at your command millions of dollars worth of telephone property and the service of skilled workers.

In business the cost of the telephone is frequently an even smaller proportion of the overhead expense than in the household.

It only needs an emergency to bring home to any subscriber the fact that the telephone is worth many times its cost.

In the face of today's high costs the telephone is a daily economy for every subscriber.



NEBRASKA TELEPHONE COMPANY