

Advertising By Retail Merchants

Talk By Hon. John H. Darrah,
Chariton, Iowa.

A proposition may embody very much merit, and yet if the man behind the proposition does not tell its merits the public may remain in complete ignorance of its extraordinary advantages and continue to give their sanction and support to a proposition less meritorious. People move in the direction of the least resistance. They form habits of thinking in one way, of doing things one way, of trading at one store, and they forget that there may be other views of a subject or other or better ways of doing things or better more satisfactory places to trade unless some one informs them differently, so that the successful man of today in any line, and especially in the retail business, must advertise. He must tell the public of the inducements he has to offer, why it is possible for him to offer them, and he must continue to insist that the advantages offered by him are worthy of the inspection of the public, in order that he may have an opportunity to demonstrate to them the truthfulness of his assertion. This he can do only through the medium of retail advertising.

I think the newspapers in every community should discourage as much as possible certain forms of advertising which are very expensive and disappointing to the advertiser and which do not pay and that they should try to assist the retailers in expending their money in a manner which would be the most effective and bring the best results, because satisfactory results from advertising make the business of the merchant and the newspaper man a sort of mutual affair. I think the form in which the advertisement is got up has much to do with its being read and that the printer should endeavor to assist the merchant by setting ads in a manner to attract attention, because an ad is valueless unless it is read, and if you can demonstrate to the merchant by the results they bring that the people read his ads you won't have any trouble in making an advertiser of him.

I believe the newspaper man should discourage a merchant from running the same ad twice. I think advertising is a good deal like fishing. If you use a certain kind of bait and the fish don't bite, you want to change the bait, and if the people come to understand that a store never has the same ad twice nor the same offering they will learn to read his offerings every time they appear, but if you continue to run ads week after week they get to believing that they know what is in the ad without reading it.

From the standpoint of a retail advertiser of fifteen years' experience I consider the newspaper with its variety of forms of publicity not only a public necessity, but the most public spirited and most enterprising institution that exists in any community, and in addition I consider its advertising columns, properly used, the most valuable business asset to the retail merchant that he has at his disposal, and the advantages which may be obtained through the use of this advertising is only limited to his ability and his disposition to use it.

Furniture That Pleases

Old Winter with his reign of ice and snow will soon be gone. Those chilly blasts will be a thing of the past. Spring with its new demands will soon be here, and you will need some new furniture. Our line is replete with up-to-date, designs and patterns, which are sure to please, and at prices, which are sure to appeal to the prudent buyer. See our display, we are glad to show the goods and quote you prices.

STREIGHT & STREIGHT

For Hot Fires Get Egenberger's Coal!

Sure satisfaction every time you light a fire if on top of the kindling is ebony fuel from our yards. It's heat and light giving and slate-free when it leaves the mines, screened and cleaned again here and served to you full weight and with celerity of delivery. Order any way that suits you. Both telephones.

J. V. EGENBERGER

Sold only in
Moisture Proof
Packages

5¢



Uneeda Biscuit

What makes them the best soda crackers ever baked?
What makes them the only choice of millions?
What makes them famous as the National Biscuit?

National - Biscuit - Goodness Of Course!

NATIONAL BISCUIT COMPANY

Miss Lucetta Patterson returned to Omaha the latter part of the week after visiting for some days with Mrs. T. P. Livingston.

Roy McDaniels has returned to the West again, going to Sheridan in response to a telegram offering him a position with the Burlington.

Mrs. J. E. McDaniels and daughter, Virginia, returned the latter part of the week from Salina, Kansas, where they were in attendance at the celebration of the 50th wedding anniversary of Mrs. McDaniels' parents.

The Battle of Lexington and Its Lesson.

The first blood in the Revolutionary War flowed at Lexington, on April 19, 1775. The battle itself was not much of a military event; on the one side were trained British soldiers, and on the other untrained Yankee farmers resolved to resist the tyranny of their ruler and his law-makers, who were three thousand miles away.

The significance of this battle lay in its dramatic setting. The colonists were English freemen and were ripe for a forcible resistance to the misrule of the English king and the governors he had sent to America. Boston harbor had been blockaded; business was at a standstill; there was much suffering for want of food and fuel, and on March 5th Joseph Warren addressed a great crowd at a town meeting held in the Old South Church (which remains one of the interesting places in Boston) in the very teeth of a positive command that town meetings should no longer be held.

Samuel Adams and John Hancock had been publicly threatened with arrest on the charge of treason; they were to be sent to England for trial, and, of course, they would there have been convicted and executed. Nevertheless, they were present at this meeting, and they also took part in the Provincial Congress, held at Concord, which adjourned on April 15th, and they thereafter went to visit for a few days at the home of Reverend Jonas Clark, at Lexington. This fact became known to General Gage, who thought these two men, who were among the most active in the cause of independence, but whom Gage called "desperate characters," might be more easily taken at the little village of Lexington than in Boston, and he sent a large force to seize them there.

The patriot leaders heard of this movement of troops, and "So through the night went Paul Revere, And so through the night went his cry of alarm, To every Middlesex village and farm," and when the British soldiers reached Lexington at sunrise, they were confronted by citizens with muskets, who were ready to die rather than submit to English arms, and who, before night-fall, utterly routed the foreign soldiers, though nearly one hundred Americans were slaughtered that day.

The news that Americans had been killed in their very homes spread like wildfire throughout towns of Massachusetts and Connecticut, and stirred up as much wrath among the people as

the destruction of the Maine and Havana harbor did one hundred and twenty-three years later! So that in two or three days, "Gage found himself besieged in Boston by a rustic army of 16,000 men."

Thus the death of the brave men who gave their lives on the village green at Lexington did more than anything else to bind the colonists together, and created a national impulse which grew into the feeling of brotherhood and developed such strength that not even the bloodiest civil war ever waged could destroy it.

The Revolutionary fathers fought and died for their personal rights, and to secure independence for us their descendants, and for all true liberty-loving foreigners who have come to this land; but they lived and fought and died in vain if their type of heroism and devotion to principle died with them. For though the clash of arms, the din of strife and the groans of the wounded have passed away; though only a monument or two attest that peaceful Lexington was the scene of what proved, in its effect, to be one of the great battles of the history; though the combatants themselves are nothing but dust; there abides the idea for which they fought and died, and there comes to us, "borne on the night wind of the past," a call to the duty which lies before us; a warning against the perils which threaten society in this, our day, no less grave than those which menaced the Revolutionary patriots. Disrespect for law; dishonesty and treachery in politics and public life and in business; the saloon in politics; the senseless conflict between the rich and the poor, are among the perils which call for as resolute a stand as our forefathers made against the tyranny of the British.

You boys and girls will soon be men and women, and will make the history of your generation. The world will bless you if, with minds trained in the knowledge that makes useful and cultured men and women, your lives are shaped and influenced by a love of our dear native land so pure and holy as to make you hate evil and fight against those things which tend to lower the high ideals of true patriotism.

Mr. and Mrs. Lloyd of Lincoln are spending a short time in this city visiting with Mrs. Lloyd's parents, Mr. and Mrs. Chas. Jean.

The old reliable Dr. Barnes is again prepared to attend to your veterinary wants. Satisfaction guaranteed.

"Booster" envelopes at Irwins.

Advertised Letter List.

Remaining uncalled for in the post-office at Plattsmouth, Neb., April 12, 1909.

Mrs. Rebekah Davis, Mrs. Edythe Gindewin, Miss Mary Haxford, Miss Myrie Haxford, Miss Lucile Lewis, Miss Clara Oferrel, Miss Geraldine Smith, Miss Hattie Sheldon, W. Elton, A. H. Elton (2), Ray Hemplin, Jacob Leman, Archie Underwood.

These letters will be sent to the dead letter office April 26, 1909, if not delivered before. In calling for the above please say "advertised" giving date of list.

C. H. SMITH, P. M.

State Teachers' Association

This office is in receipt of a communication from A. L. Caviness, president of the Nebraska State Teachers Association, calling attention to the next meeting to be held in Lincoln November 3, 4, 5, 1909. He assures us that school boards quite generally throughout the state are giving their cordial support by voting to allow their teachers a vacation, on full pay, on the above dates in order that they may attend the meeting.

Speaking of the association he says: "It is a voluntary organization of teachers and others interested in education. In no sense is it a labor or trade organization, for it does not advocate strikes or dictation to school authorities. It never meddles in politics nor does it promise its members assistance in finding employment or securing increased salary.

"It stands for improved methods and better school facilities, and its highest ideal is unselfish, devoted service to the future citizen. Surely the wide-awake, progressive teacher who sacrifices membership fee, railroad fare and hotel bill ought to receive regular pay for the two days spent in attending its meetings.

"For the past forty years this association has advocated in advance every good feature of our present school laws and has used its whole influence to make them effective. It has brought the men and women engaged in school work in closer touch, inspired them with common ideals and aroused a high professional pride in calling in which the great majority continue but a short time.

"For the meeting next November the Executive Committee promises the best program in the history of the association and the indications point to an unprecedented attendance. Men of national reputation will appear on the program, as Booker T. Washington, of Tuskegee, Ala.; Principal G. B. Morrison, St. Louis; H. T. Bailey, North Scituali, Mass.; Ex-President Elliott, of Harvard University, etc."

Rolling Winter Wheat.

Rolling winter wheat in the spring has not failed in any of the four years to give an increased yield, the average increase being 5.1 bushels per acre. The rolling was given early in the spring, soon after frost was out, and about the time growth started. Harrowing after rolling was not as good as rolling alone, probably due to loosening up the plants again after the roller had pressed them firmly into the soil.

Early spring rolling of winter grain, pressing the earth as it does firmly about the plant roots, produces good results. When frost comes out in the spring it is very apt to leave the soil filled with small cracks or checks, especially around the plants. If these checks are examined closely, it will be seen that a large number of roots are thus exposed, and if the weather continues dry they are killed or at least injured in this manner.

If the soil is not wet at the time of rolling—and it should never be rolled when wet—rolling aids in no small degree to form a surface mulch. It does this rather than compact the surface. —By E. G. Montgomery of the Nebraska State Farm.

Headquarters For Spaulding's Athletic Goods,
Base Balls, Bats, Gloves, Mitts,
Masks, etc., this season at

Herold Book & Stationery Store

Buy Spaulding's Base Ball Goods. There is none none "just as good." Beware of the "just as good" dealer who makes "appearance" first and "quality" secondary, and offers the customer the "just as good" article when Spauldings are asked for.

Full Line of Fishing Tackle.

Fresh shipment of Red Band Brand Candies just received from New York. See window display of these 20 cent candies which we are selling at 12 cents a pound.

Read all the latest copyright \$1.50 books for 10 and 15 cents. New arrivals, "The Round Up," "Servent in the House," "Lewis' Rand," "The Man in Lower 12," "The Bronze Bell," "The Yoke," "The Music Master," "54-40 or Fight," "Red Mouse," "The Missioner." Besides about 200 other books of recent popular fiction for rent at 10 and 15 cents a week.

Herold Book & Stationery Store

One Door West of Fanger's.