

DRUMMOND

Auto Information

- Doors** Broken, sprung or twisted.
- Rims** Steel rims, demountable or quick detachable, fitted to wheel.
- Wheels** We put in new spckes or new hickory rims.
- Seats** Rumble seat, single or double. Auxiliary folding seats.
- Windshields** Buy a new one. Repair your old one.
- Springs** We repair any kind of a spring or can furnish you a new spring.
- Lamps** We furnish new lamps. We make lamp brackets.
- Tops** We make our own tops in Omaha. Best tops made anywhere.
- Hoods** We make the best fitting hoods for tops—any material.
- Dust Covers** We make these to fit over the leather back and cushions.
- Bows** Or Bow Sockets. We're headquarters for any repairs for tops.
- Cushions** Or leather upholstery of any kind.
- Mats** Rubber matting for step boards. Mats of rubber or carpet for body.
- Painting** Careful and painstaking work, and honest with you and we know how to paint.

Drummond's

For all kinds automobile repairing. 18th and Harney

Successful Advertising

The remarkable success of the Ladies' Home Journal and the Saturday Evening Post is due to the policy adopted by Cyrus H. K. Curtis, the founder and owner, which may be summed up in the single sentence: To make a paper that everybody wants and to see that everybody knows about it.

When Mr. Curtis started the Ladies' Home Journal in 1883 as a small eight-page supplement to the Tribune-Farmer he applied to the advertising agency of N. W. Ayer & Son of Philadelphia for \$400 credit and then paid the entire amount for a singular advertisement in one periodical, which he believed to be the effective medium for reaching the people most likely to take a paper published especially for women. That advertisement announced that one person could have his new paper for 25 cents a year and that five persons, clubbing together, could each have a copy for a dollar. Several thousand people decided that they wanted the paper, and the response from that first advertisement so encouraged Mr. Curtis that he spent every cent he received and all the credit he could command to make the Ladies' Home Journal known among women who read in America. Mrs. Curtis did the editorial work while he looked after the business end of the enterprise, and the consequence was unprecedented success. The same policy has been pursued ever since, and an average of not less than \$300,000 a year has been expended in trying to convince the American people that the Ladies' Home Journal is the best paper for women in the world and the Saturday Evening Post the best light reading for men.

There has never been a more effective or a more significant application of the best principles of advertising in the business world.

There were 25,000 subscribers for the Ladies' Home Journal the first year, and every dollar of the profit was expended for advertising; at the end of the second year circulation was 100,000, and at the end of the third year 400,000, and, although the price was raised from 25 to 50 cents a year in 1887 and to \$1 in 1889, the circulation has been going up gradually until now 1,250,000 copies are published every month. When the subscription price was doubled and the size of the paper was increased from sixteen to thirty-two pages Mr. Curtis spent \$325,000 to make that fact known. In one month in 1890 he spent \$40,000 for advertisements in the dailies and magazines throughout the country, although the receipts for that month were only \$28,000. But the results began to appear shortly after and the subscriptions began to come in so fast that the clerical force had to be doubled in order to open the letters and send receipts for money. At one time six large safes in the office were filled with unopened letters.

If this policy of advertising can produce a circulation of a million and a quarter, Mr. Curtis thinks it will be good for two million, and that is the mark he has fixed for the first issue from his new building now under construction, which will be ready to occupy two years hence.—Record Herald.

Corporation Tax Hits Trusts

Based on recent reports of their earnings, thirty-nine leading industrial corporations of the country would contribute approximately \$5,000,000 to the government revenues under the proposed plan of levying a 2 per cent tax on net incomes. These thirty-nine corporations would, of course, contribute a comparatively small amount of the money which would be obtained by the government through this source, most of which would come from the great railroad corporations.

The following list contains thirty-nine industrial corporations, together with the balance available for dividends, subject to the proposed 2 per cent tax and the amount of revenue which would be derived therefrom:

Available for dividends.	Revenue derived.	
Amal. Copper...	\$ 3,653,080	\$ 73,270
Am. Car & Fdry...	8,214,618	164,292
Amer. Cotton Oil...	1,258,051	21,161
Am. Smelt & Ref...	7,011,191	140,224
Amer. Loco...	4,826,748	96,534
Am. Shipbuilding...	1,323,947	26,518
Amer. Woolen...	1,280,705	25,614
Anaconda Copper...	1,082,980	21,659
Amer. Tel. & Tel...	18,121,707	362,434
Amer. Snuff...	2,754,319	55,086
Amer. Beet Sugar...	1,293,142	25,862
Cambria Steel...	1,493,756	29,875
Central Leather...	3,689,295	73,786
Chicago Tele...	2,073,341	41,467
Con. Gas...	3,127,937	62,558
Corn Prod. Ref...	2,448,726	48,974
General Electric...	6,326,547	126,531
Diamond Match...	1,894,724	37,894
Inter. Harvester...	8,885,682	177,713
Inter. Paper...	1,635,918	32,718
Mass Gas...	1,750,154	35,123
Mackay Co's...	3,660,735	73,215
National Lead...	2,902,753	58,055
National Biscuit...	3,896,610	77,932
New Eng. Tel. Co...	2,560,413	51,208
North Amer...	1,449,163	28,983
Pullman Co...	9,788,924	195,178
Peo. Gas L. & C...	2,755,604	55,114
Rep. Iron & Steel...	1,971,420	39,423
Standard Oil...	60,000,000	1,200,000
Tonopah Mining...	1,751,999	35,022
U. S. Rubber...	3,553,556	71,071
U. S. Steel...	29,247,957	584,957
United Fruit...	3,946,347	78,926
United Gas Imp...	6,326,708	126,534
Na.-Caro. Chem...	2,433,452	48,669
Western Uni n...	1,670,747	33,415
West. Air Brake...	1,970,796	39,415
Total...		\$4,916,858

According to the calculation of government statisticians the proposed tax would bring in between \$25,000,000 and \$30,000,000 a year.

LITTLE LOCALS.

- See us for sale bills.
- Fine job work done at this office.
- Wall paper, newest patterns at Gering's.
- Wall paper of the latest designs at Gering's.
- Big line of sterling silverware at Crabill's.
- Diamonds. Investigate prices at Crabill's.
- Philip T. Becker was a visitor here Saturday.
- Kodaks and kodak supplies at Gering & Co's.
- Chris Tschirren of Oreapolis, was in town Saturday.
- Hires' Root Beer served from the keg at Gering's.
- Henry Hirz and Fred Baumgart were in the city Saturday.
- When fatigued drop in and try our soda. Gering & Co.
- Acorn cigars 5 cents each. Smoke an "Acorn" and be happy.
- Our paint line is most complete. Prices right. Gering & Co.
- Peter Nord, farmer and ferryman at Oreapolis had business here Saturday.
- Philip H. Tritsch, wife and three daughters, of Cullom were here Saturday.
- Mrs. H. E. Becker and children visited with relatives and friends here Saturday.
- Our soda water and syrups are made of the very best material. Gering & Co.
- Get ready for the 4th. Supply yourself with a few dressings and bandages. Gering & Co.
- Geo. P. Horn was here Saturday. He reports his son Henry still suffering greatly with rheumatism.
- FOUND—On train to Omaha, lady's purse containing money. Owner may have same by calling at NEWS-HERALD office and proving property.
- CIGAR SALEMAN WANTED—In your locality to represent us. Experience unnecessary; \$110 per month and expenses. Write for particulars. MONARCH CIGAR CO., St. Louis, Mo.
- Miss Blanche Watters of Grand Island, came in Friday evening for a few weeks' visit in the family of her brother, R. O. Watters, manager of the NEWS-HERALD.
- During the severe electrical storm this morning lightning struck the residence of Bert Satchel about five miles south of the city. By prompt work a conflagration was averted.

National Office Supply Co., Zion City, Ills.

Pursuant to arrangements recently completed our store will in the future supply the local trade with this company's goods, consisting of office supplies of all kinds such as typewriter ribbons, carbon papers, oil, etc., duplicate order, receipt and remittance blanks, and all kinds of ruled books, pen points, pencils, rulers, memorandum books, time books, etc. Former patrons of this company will remember this and save much time and annoyance in the delivery of goods.

J. W. Larkin & Co.

Evangelist at Union.

Rev. W. F. McNulty, pastor of the United Brethren Church at Binghamton, N. Y., arrived in the city Saturday, on his way to Union where he will conduct a two weeks' evangelical meeting.

Rev. McNulty preached at the Liberty Church in Mynard Sunday, and during his stay in the vicinity was a guest at "Shady Heights", the beautiful farm home of Mr. and Mrs. Jos. Wiles.

No Improvement Noted.

The condition of J. F. Stenner, whose illness was mentioned in this paper some time since, still remains very critical and his recovery is doubtful.

His daughter, Gertrude, who returned from Omaha to attend her father, states that he has grown much weaker during the past week. The news will be received with regret by their many friends in the city.

Adam Fornoff, Sr., and sons, Adam, Jake and Philip, who are well known as three of Cass county's most industrious and prosperous young farmers, had business in Plattsmouth Saturday.

A new line of fireworks at Gering's.

A Practical Farmer.

Chris Parakening, a well-to-do farmer living about six miles west of Plattsmouth was in the city on business Thursday. Mr. Parakening says the corn crops look bad and small in his neighborhood as it has been too wet to plow and the nights are too cool for corn to grow fast. Chris has had a long experience in farming both here and in the old country, and his opinion carries much weight. He says that the hot sun shining on small grain after heavy showers, will cause rust to start and many of the wheat stocks will fall making a shortage in the yield. He states that alfalfa is a very valuable crop to farmers, and in order to get the most out of it the farmer must watch its growth and the weather very closely. He states alfalfa should not lay longer than a day after cutting, but should be shocked and left to dry in that way, after which it can safely be put in the barn with no danger of heating; also that the leaves stay on and the crop has a fresh green color when handled this way, which shows that it has been properly cured.

Former Senator S. L. Thomas was in the city Saturday and concluded the settlement on the land which he recently disposed of.

Fireworks For the FOURTH

—AT—

Herold Book & Stationery Store

Fire Crackers all sizes and kinds, Torpedoes, Cap Pistols, Cannons, Sky-Rockets, Roman Candles, Torpedo Canes, Colored Fires, Sparklers, Colored Mines, Spin Wheels, Air Ships, Baloons, etc. All fresh goods, "no sizzers." We have bought the best goods in the market, and in buying Fireworks of us, you can be positive that the goods we sell are the best to be had. There is a difference in fireworks as well as anything else. Come and see our assortment and get our prices.

Hamocks! Hamocks!

For those who wish to spend a "quiet Fourth" we have just received a sample line of HAMMOCKS from a leading wholesale dealer at a discount which enables us to sell for less than the usual price. Also Croquet Sets from 75 cents upward that are good values.

Herold Book & Stationery Store

One Door West of Fanger's.

HOT WEATHER COMFORT

When the thermometer climbs up to the vicinity of 100 in the shade there is no one item that will give more comfort to the busy housewife than a gasoline stove. Besides eliminating the heat and smoke problem, they are cheap to install and cheap to operate. We have them, guaranteed in every respect, at from \$2.50 to \$24.00.

JOHN BAUER

Burdens Lifted.

From Plattsmouth Backs—Relief Proved by Lapse of Time.

Backache is a heavy burden; Nervousness wears one out; Rheumatic pain; urinary ills; All are kidney burdens—Daily effects of kidney weakness. No use to cure the symptoms, Relief is but temporary if the cause remains.

Cure the kidneys and you cure the cause.

Relief comes quickly—comes to stay. Doan's Kidney Pills cure kidney ills; Prove it by your neighbor's case. Here's Plattsmouth testimony. The story of a permanent cure. C. Tyler, Rock Street, Plattsmouth, Nebr., says:

"About two years ago when suffering from a lameness across my loins and acute pains through my back when I moved, I procured Doan's Kidney Pills from Gering & Co.'s drug store. They benefited me so greatly that I publicly recommended them and advised other persons afflicted in a similar way to give them a trial. I have been so free from kidney trouble since that I do not hesitate to renew my former testimonial."

For sale by all dealers. Price 50 cents. Foster-Milburn Co., Buffalo, New York, sole agents for the United States.

Remember the name—Doan's—and take no other. 19-4

Frank Svoboda, who has been dangerously ill with tuberculosis at the home of his father in the western part of the city, is very weak. The hot weather affecting his lungs and causing him to suffer intensely. The members of his family fear he can survive but a few days. Frank is a splendid young man and has hosts of friends who will regret to learn of his condition.

May Move Back.

John F. Hennings, wife and three children came in from their home at Louisville, Saturday for a visit over Sunday with Conrad Meisinger and family.

John recently moved his family back from Oklahoma, where he had made a stake on farm land which he still owns. His health is much better in this climate and the family may reside here permanently though this would incur considerable financial sacrifice on account of having to intrust his land to renters. However John thinks he has a good tenant and can rent part of his land to relatives who live near his farm.

John M. Jackman of Louisville, was here Saturday on business. He was the owner of the mill and fine grove which were destroyed by the tornado last summer. At present he is in charge of the new toll bridge across the Platte river at Louisville.

Married.

John Snousser, aged 21, and Anna Swenson, aged 20, were granted a marriage license Saturday and the ceremony was performed at the Court House by Judge Beeson.

The groom is an excellent young man from Atlantic, Ia., while the bride's home is at Avoca, Ia., though she has been working for Mrs. Henry Born near Plattsmouth for some time.

Harvesting Gooseberries.

Wm. Albin of Union was a visitor in the city Saturday.

Wm. states that he has been very busy this season picking and delivering a large crop of gooseberries in that vicinity, and will now bring several gallons to this city for sale. The NEWS-HERALD is pleased to note Will's success as he is greatly handicapped by being partially crippled.

Frank Blotzer and daughter, Hattie, of near Cullom, were in town Saturday.