

BUSINESS DIRECTORY.

**THE REPUBLICAN
JOB PRINTING
AS YOU LIKE IT**

FRANK KELSEY

ALL KINDS OF WELLS
Consult him if you want water.
Broken Bow - NEBR.

EDWARD DODD

PHYSICIAN & SURGEON
Diseases of women a Specialty. Of-
fice phone 260. Residence 248. All
cases promptly attended.

BANGS STUDIO

EAST SIDE OF SQUARE
Photographs, Edison and Columbia
Photographs and Records.
We can save you money

DR. CHRISTENSEN

EYE, EAR, NOSE, THROAT AND
CHRONIC DISEASES.
Fitting of Glasses a Specialty.
OFFICE IN REALITY BLOCK

Silas A. Holcomb, Edwin F. Myers.
HOLCOMB & MYERS
ATTORNEYS

Special attention given to litigated
matters, Probate matters and col-
lections.
OFFICE IN MYERS BUILDING
Broken Bow, Nebraska.

J. L. Ferguson, R. A. Hunter,
Notary Public, Broken Bow,
Nebraska.

REAL ESTATE-INSURANCE
FARMS AND RANCHES FOR RENT

LEGAL PAPERS DRAWN
Surveying and Platting Neatly Done.

J. B. DUNN
LAWYER

CALLAWAY, NEBRASKA.
Settlement of estates, examining
and perfecting land titles, collec-
tions and criminal matter. All
business will receive prompt atten-
tion.

HARRY KIMBALL,
Practical Undertaker
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Business phone, 301. Residence 334B
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AT LAW

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ANSLEY - NEBR.

John S. McGraw
FARM AND CITY LOANS
INSURANCE
AND SURETY BONDS
CITY PROPERTIES

CHAS. E. STOUT
RESTAURANT
CONFECTIONARY, CIGARS
AND TOBACCO.

Broken Bow, - - - - - Nebr.

**Everybody's
Magazine**

HAS GOT THIS MONTH

Two screaming stories by Ellis
Parker Butler and Lindsay Denison,
each racing to see which will bump
your funny bone hardest.
One tragedy that will grip your
heart.
And articles by Russell, Paine and
Dickson that cut deep into things.
**LOOK OUT FOR EVERYBODY'S THIS
MONTH. THE CAT IS BACK**

For Sale By
H. & A. W. HOLCOMB

Personal and Otherwise

J. G. Vancott was in Lincoln
the first of the week.

P. J. Richardson shipped a car
of cattle to Omaha Tuesday.

J. R. Humphrey left Tuesday
morning for Pesingson Iowa.

J. E. Fodge of Anselmo was in
the city on business Monday.

Ralph Johnson shipped a car
of horses to Chicago Monday.

C. E. Bowman of Anselmo was
in the city on business Monday.

James Prettyman took the
train for Alliance Sunday night.

F. D. Mills of Westerville was
in the city on business Monday.

Miss Alice Huffaker was a
roken Bow visitor last Satur-
day.

Tierney Brothers shipped a car
of hogs to South Omaha Mon-
day.

Arthur Case of Georgetown
was a Broken Bow visitor Mon-
day.

George March of Georgetown
was in the city today on busi-
ness.

B. C. Empfield of Anselmo was
transacting business in the city
last Friday.

Walter Bass of Anselmo was
visiting relatives in Broken Bow
last Friday.

W. T. Haumont of Elton was
transacting business in the city
on Monday.

W. J. Windnagle shipped a
car of horses to Chicago last
Monday.

Sam Swenson of Cumro was
transacting business in the city
this morning.

Clarence Huffaker of Custer
Township brought in some hogs
Tuesday.

Rev. John D. Brady of Merna
was transacting business in the
city Monday.

O. G. Anderson of this city
made a business trip to Litch-
field last Friday.

There is some "sensational
news" in the ads. today—sens-
ibly sensational.

P. P. Beck, the postmaster at
Georgetown, was in the city on
business Tuesday.

A. C. Carter the fireman on 39,
moved his family from Alliance
to Broken Bow last Wednesday.

Some of the FACTS in the
ads. to-day are as valuable to
you as money in your pocket.

Mrs. R. A. Hunter who has
been in Chicago for a couple of
weeks returned home this even-
ing.

E. F. Myers spent a few days
visiting with his parents on the
South Loup the first of the
week.

Mrs. Athey who has been in
the hospital in Omaha for some
time is reported as improving
rapidly.

John M. Scott of Ansley was
in the city on business Wednes-
day and made this office a pleas-
ant call.

If there is any good reason
why you should visit a store, the
store-advertisements will tell you
what it is.

W. W. Pace shipped a car of
horses, that he had purchased in
this vicinity, to St. Charles, Ia.,
Monday.

Mrs. F. W. Roupe who has
been in Lincoln the past week
returned home on the mid-night
train last Friday.

The Misses Mamie Terpin and
Myrtle Sheppard of Ansley spent
Sunday with Miss Hazel Sims
east of town.

If—at any time whatever you
visit the store that has the best
ads., you will be pretty sure to
visit the best store.

A. H. Walker of Custer town-
ship was in the city on business
Wednesday, and made this office
a pleasant call.

It will pay you to neglect en-
tirely those whose managers
think that it pays them to entire-
ly neglect YOU—those stores
that do not advertise.

Prices are "calling" to you
from the stores just now—
through the store ads.

Mr. M. Stout of Denver who
was called here by sickness of his
mother returned to his home
Thursday morning.

"Stinting space" in store ad-
vertising has the inevitable ef-
fect that "stinginess" produces
in any other enterprise.

S. C. Brace of Comstock, who
recently sold his ranch near
Comstock was in the city on busi-
ness last Saturday.

Compare your store-ads. with
the other man's. Are they as
much better than his as your
store is better than his?

Hon. F. M. Currie who is pro-
moting a mining company in
Mexico was in the city on busi-
ness the first of the week.

If it's a GOOD store, you can
afford to advertise it more more
than you are doing. If it's not
you can't.

Mr. and Mrs. F. M. Olmstead
left on the morning train Mon-
day for Omaha to spend a couple
of weeks visiting with relatives.

W. H. Gregory and F. Jacquot
came down from Merna Tuesday
and took in the Benjamin Stock
Co's performance at the Opera
House.

The lure of the stores just now
should affect even the purse-tight
folks—to whom, as to others, the
ads. nowadays should hold a
strong appeal.

Chairman Ben P. Morris of the
board of Supervisors was in the
city signing county warrants and
looking after county business
Wednesday.

"Neighborhood shops"—if they
are good ones—may gradually
expand into "real stores" by per-
sistently using even a small ad-
vertising space.

Mrs. Mike Leonard and Miss
Dasey Allen came down from An-
selmo Monday and were the
guests of Mr. and Mrs. James
Leonard.

County Clerk Joseph Pigman
and Supervisor L. Cushman went
over to Sargent Monday morning
to look at the new steel bridge at
that place.

Mrs. C. F. Pinkley, Mrs. W.
Burdett, Mrs. Libbie Daniels,
Miss Grace Butler, Miss Delia
Scott and Mr. Dwight Ford, came
up from Ansley Wednesday to
attend a special meeting of the
O. E. S.

Devote a good deal of thought
and time to your store-window
displays. And then devote about
one hundred times as much to
your newspaper advertising—and
your store will be a good defini-
tion of the word "prosperity."

James Sampson was in the city
last Saturday making prepara-
tions to prove up on his home-
stead. Mr. Sampson dropped in
to subscribe for what he consid-
ered the best paper in Custer
County.

We are in the market FOR
WHITE and YELLOW CORN.
Will pay the highest price of-
fered on the Broken Bow mar-
ket. Call and see us before sell-
ing. 34-4f

S. J. LONERGAN

The next entertainment to be
given under the direction of the
Young People will be Karl Ger-
main, the wizard, assisted by
Miss Germain and Mr. and Mrs.
Braithwaite on Feb. 8 1909 at
the North Side Opera House.

Jos. Haelele of McKinley was
in the city on business Wednes-
day. Mr. Haelele returned last
Friday from a couple months vis-
it with his mother and sister in
Pennsylvania whom he had not
seen for about twenty years.

J. A. Evans of Triumph town-
ship was transacting business in
the county seat Wednesday. Mr.
Evans says they still have a good
sight for a court house in Calla-
way and they are going to keep
fighting for the right to build
one on it.

Mr. and Mrs. S. P. Groat re-
ceived a telephone message Wed-
nesday from near Ord, inform-
ing them of the serious illness
of their daughter, Mrs. L. G.
Payzant. Mr. and Mrs. Groat
could not wait for the train to ar-
rive, and in half an hours time
they had started to drive across
the country, some sixty five miles.

Dr. W. R. Young, Charles E.
Mattley, C. H. Steinmier, Levi
Pringle, James H. Varney, and
N. Dwight Ford of Ansley, were
in the city the first of the week
on business in connection with
the Masonic Lodge. These men
are all members of the Masonic
order at Ansley and came here
to get instruction in a higher de-
gree.

Harry Kimball, Broken Bow's
Undertaker and Taxidermist
mounted and sent out a fine Gold-
en Eagle to M. V. Watson of
Anselmo, and Monday night re-
ceived another fine specimen from
E. U. Grinn of Cairo. He also
mounted a fine Horned owl for
A. S. Lyon of Theford and a
Monkey faced Owl for E. H. Pur-
cell of this city.

E. H. Wood and Alva Walker
of Oconto were transacting busi-
ness in the city last Saturday.
Mr. Wood was the deputy assessor
for Wood River township last
year and has been appointed by
County Assessor Foster to do the
work. Mr. Wood is spoken of as
a possible Republican candidate
for County Supervisor from the
6th. district to succeed Geo. W.
Heady who will probably be a
candidate for County Clerk.

The case of the State of Ne-
braska vs Hiram Cool was settled
Wednesday night by an agree-
ment between Cool and Miss
Fannie Gibbs. Miss Gibbs
charged Cool with bastardy early
in January and the child was
born on the 10th of this month.
The case was to have been tried
on February 5th but was settled
this week.

WEST BOW ELDER.

Henry Brandt is suffering with
rheumatism.

T. F. Kennedy has had a new
well erected on his place.

Chas Mason and J. B. Jones
marketed hogs in Ansley Satur-
day.

Mrs. Edward Burton is the
possessor of a new Majestic
range.

A basket social was given
Thursday evening at the Cumro
school house.

Mr. and Mrs. Jacob Kuhnok
were Ansley visitors Saturday
and Sunday.

Frank Burton, who for some-
time has been working on the
railroad, is at home.

Mrs. Lizzie Brown of Ansley
is caring for her sister, Mrs. C.
H. Fowler this week.

Emil Roper spent Sunday with
his wife, who is at present stay-
ing with her parents Mr. and
Mrs. Nelson.

Glenn and Ora Greene have re-
turned from their visit in Nema-
ha Co. Their niece, Fairy, came
home with them.

Mr. and Mrs. C. Steeler are the
proud parents of an eleven pound
boy who will date his birth from
Jan. 19, 1909.

Geo. Roper seems to be rather
unfortunate with his cattle, hav-
ing lost another cow with the
corn stalk disease.

Mrs. C. H. Fowler has returned
from Lincoln where she had been
in the hospital for several weeks.
She is still under the doctor's
care.

Chas Gibson has returned from
Grant Co. where he has been liv-
ing on his homestead for the past
year. He will visit in Custer Co.
for a few weeks and then return
to his home.

Mrs. Geo. Williams gave a din-
ner Jan. 24 in honor of her son,
it being his birthday. Those
present were Mr. and Mrs. Wm.
Williams and family, Mr. and
Mrs. R. C. Jones, Chas Gibson
and Roy Burton.

ORTELLO HAPPENINGS.

Wm Lohr of Merna was a cal-
ler in the valley Sunday.

Miss Blanche Milligan visited
at Ingrams Wednesday night.

Mr. and Mrs. Knapp and Bert
Waters visited at Ingrams Sun-
day.

**The Whipple Humane
HORSE COLLAR**

THE HUMANE Collar confronts the
Anatomy of the animal and conse-
quently the draft bears where nature
intended it should. This collar has
been used on horses having SORE LUM-
PY SHOULDERS and FISTULOUS
NECKS and in every case they have
been ENTIRELY CURED WHILE
WORKING.

A horse loses no time when working
with the Humane Collar. It saves you
money for it DISPLACES the OLD
STYLE COLLAR, the HAME, the
SHORT TUG, the SWEAT PAD, and
SAVES your VETERINARY BILLS.
Try one this year and you will always
use them.

Come in and see our line of Harness,
Robes, Blankets, Whips, and Saddles.

**Robinson & Tuttle
THE HARNESS MEN**

Orval Parr returned home Sat-
urday after several days visit
with her many friend in Au-
rora.

Mrs. M. Hill received the sad
news that her mother is very ill,
and she left Wednesday morning
for Illinois.

A. D. Hunt and family, Joe
Kellenberger and wife, and Mrs.
M. Beals visited at K. Kellenber-
ger's Sunday

NEW HOPE ITEMS.

Rev. Myers will preach at the
O. K. school house next Sunday.

Clarence Huffaker bought a
team of grays in Broken Bow
Saturday.

Two carpenters came out from
town today to work on John
Squires house.

Dave Thompson recently bought
a fine mare of his father, to
match one that he owned. He

Ota Huffaker and Maud Wolf,
students of Custer College, came
out Friday evening to attend the
party at Hammonds.

Dave Thompson was up look-
ing at Emory Cline's hogs, and
concluded they were pretty good
lookers, so he took eight home
with him.

was offered four hundred for the
team, but has not sold it as yet.
It is a wise farmer that keeps
good horses and cattle.

Mr. and Mrs. Charles Hammond
gave a party Friday evening for
their son Earl, it being his twenty
first birthday. There was about
forty five present, and all en-
joyed the evening. A midnight
lunch was served.

Mrs. Jerome Taylor and daugh-
ters, Tena and Edith, went to
Lincoln the first of this week.
The girls expect to continue their
musical education there, having
for five years previous, studied at
the Ursuline Convent at York.
Mrs. Taylor expects to keep house
for the girls.

The Missionary meeting at
Mrs. Van Nortwick's last Thurs-
day was well attended. A good
program, a social visit and ap-
petizing lunch were special fea-
tures of the meeting. This society
has been organized about fifteen
years and its members are scat-
tered over quite a wide territory.
The annual birthday box is to be
opened at the next meeting, the
proceeds of which are to help
build an orphanage in Canton,
China.

**Unless It Is a Good
Store It Will Not
Pay to Advertise It!**

UNLESS YOU know a person—un-
less that person comes into your
life in some way—you are not
greatly concerned about whether
he is good or bad, desirable or
abjectionable.

It's so with a store. The people
who never visit it care nothing about it
one way or the other. It doesn't exist
—for them. But—when they are per-
suaded to patronize it—when they come
to turn the spot-light of their attention
on it—when it comes to have a part in
their lives, as some stores must have in
all lives—then it's different; then it DOES
matter whether it strives to win confi-
dence; it does matter whether or not its
price concessions are genuine, dependable.

If it meets all tests that a good store
must stand when it is advertised—when
it thus invites the critical attention of
people—then advertising "makes" the
store. If it fails in the most of the vital
things—if it proves, under the light of
publicity, not to be much of a store,
THEN ADVERTISING WILL NOT
PAY—for it will emphasize shortcom-
ings as well as merits.

For these same reasons it is generally
assumed that the store which does not
advertise is seeking to avoid close in-
spection and comparison, and that the
store which does is courting them.