

WHY ADVERTISE?

"I have done business for thirty years without advertising; why should I start now?" asks a business man. In the opinion of C. R. Lippman, advertising manager of the Genuine Badger State company, this is a very natural question for the founder or manager who has built up a profitable business without advertising.

But, says Mr. Lippman, time and methods are changing and the successful business man is changing his tactics accordingly. There was a time when few commercial travelers used the railroad. Nowadys who would not use it?

There was a time when the telegraph and the telephone were considered toys, and used only by the shrewdest business men, says the Fourth Estate in an editorial recently. Advertising is an evolution like these inventions. Like them it increases speed, ease and economy of communication.

It utilizes the overgrowing "reading habit" of the public. Fifty years ago there were only 2,000 newspapers and periodicals in this country. Today there are 25,000. Today people read more and more people read. The printed word rules the land.

And how much we owe the printed page, from the "First Reader" of our spelling days to this morning's paper! What we learn from personal observation and conversation is only a drop compared with the ocean of information obtained from reading.

The fundamental effect of the "graphic" page on the public mind is well illustrated by the name of this continent. It was not named after its discoverer, but—without official decree—after Amerigo Vespucci, the man who first showed what it looked like in "black and white."

The reading habit is so deeply rooted that we readily place confidence in the printed page, if it is at all plausible. We say this country contains some 80,000,000 people. We never counted them. We read it. We say that this year's crop is worth \$1,400,000,000. We never figured it up. We read it.

To utilize this general hunger for reading through the channels of advertising is as natural as utilizing the "concourse" habit of the public by locating along the most frequent thoroughfares.

THE LOCAL NEWS OF THE WEEK  
Gleaned for Your Perusal by Our Rustling Reporters

Three city houses for sale. H. A. Watts.

J. W. Wilson, of Merna, was in town Saturday.

Miss Pearl Sheppard visited at Reyner's, south of town Sunday.

Kay Atchison, formerly of Merna, was a city visitor Monday.

Thomas E. Backes, of Arnold, transacted business in this city Friday.

Kindling and Nigger Head lump coal, etc., at Dierks' Lumber & Coal Co.

Vern Stanlea, who has been at Dexter, Iowa, for some time, has returned home.

J. C. Mills, of Westerville, attended the farmers' institute here last Saturday.

A. C. Wolford, of Rushville, transacted business in Broken Bow Tuesday.

P. and D. Town, of Weissert, were over Saturday to attend the Farmers' institute.

6 per cent money for Farm Loans—no commission—optional payment.—James Ledwich.

John Myers and wife, of Ansley, are the proud parents of a 7-pound boy, born January 22.

Geo. C. Marsh and Arthur Case, of Georgetown, were up to the farmers' institute Saturday.

Judge Wall of Loup City was in the city over Sunday. He came over with the view of looking after district court business.

S. O. Morris, of Ansley, spent Friday night in Broken Bow. He was on his way home from a business visit to Burr, Otoe, county.

Rev. G. W. Bohart, of Anselmo, was a pleasant caller at this office last Saturday. He came down to transact business with the county treasurer.

Albin Cumings, a former resident of this county, but who has made his home at Moon, Wisconsin, for a number of years, left Monday morning for Chicago after a short visit with his son Harry and daughter Mrs. Peters of Milburn. At Chicago he will join his wife and go to Florida with a view to locating.

Peter MacQueen's illustrated lecture at the opera house Feb. 17th, will be the next number of the Young People's Lecture Course. Mr. MacQueen has the finest collection of photographs ever taken in Africa, and his slides have been colored by the leading artists of America. This is without doubt the most popular lecture ever offered.

Dr. Bass, dentist, old location, over Souder's drug store.

Z. O. Cross, of Ansley, was here the first of the week.

C. A. Norcutt, Lather, contract or yard work. Tel. 268.

Misses Genie and Lizzie Todd visited Sunday with Miss Reyner near Ormsby.

A. D. Jones, of Weeping Water, Cass county, was here on business Saturday.

Mrs. J. H. Johnson went to Anselmo Saturday night for a visit with relatives.

Mrs. Lizzie Standlea had the misfortune to cut her hand quite badly one day last week.

Miss Florence Cross, of Ansley, is stopping with her uncle, W. J. Cross, and attending school.

6 per cent money for Farm Loans—no commission—optional payment.—James Ledwich.

John Robertson and wife, of Oconto, were here Saturday attending the farmers' institute.

Chas. Hostick and bride were in town Saturday enroute from Syracuse to their home near Merna.

Mr. and Mrs. W. A. Tooley are enjoying a visit with their niece, Miss Myrtle Dewese, of Evansville, Indiana, who arrived last Wednesday.

John Cepelcha, of Comstock, was in the city the fore part of the week with one of his neighbors who came to take out naturalization papers.

Harry Wright, of the Chief force, spent Saturday night and Sunday with his brother at Ormsby. Harry very nearly met with a serious accident while in that bustling little city. He was standing on the street corner talking against county division when a rabid divisionist jostled against him and knocked him in the way of a swift moving trolley car. Had it not been that Harry is endowed with the Broken Bow hustle habit his friends would doubtless have been called upon to perform the last sad rites over his mangled remains. As it turned out Harry escaped the grinding wheels by a dextrous twist of the wrist and is back at his past punching news through the Chief merg.

Young People's Night.

Next Sunday evening will be Young People's Night at the Presbyterian Church.

Miss Bernschein will preside. Special music will be rendered. The Misses Deming, Hunter, and Skillman; and Supt. Lewis and Rev. Aubrey are the speakers.

You are invited.

County Board Proceedings.

(Continued from last week.)  
The claims committee made the following report:

We your committee on claims recommend that the following claims be allowed, on the 1909 fund:

J. C. Bowen, mdsr for M. Rittenhouse.	\$ 1 45
J. C. Bowen, mdsr for B. F. Barrett.	11 45
Vancott & Roecker, mdsr for court house.	18 90
W. B. Kennedy, work as special deputy sheriff.	20 00
James Lee, board work and mileage.	10 00
Crowover Tel. Co., tolls.	9 62
P. M. Towsley, putting up and taking down election booths.	2 00
N. T. Gadd, due on office rent last half 1909.	22 50
G. W. Apple, mdsr for court house.	2 96
J. E. Grint, expense for paupers.	30 17
E. F. Malloy, carrying coal and hauling same, etc.	23 50
C. B. & A. W. Holcomb, ink and typewriter ribbons.	3 30
N. T. Gadd, postage.	16 00
Dierks Lumber & Coal Co., coal for Mrs. Migle.	3 25
W. H. Osborne Jr., Co. clerk salary.	62 50
A. B. Miley, hauling coal.	1 65
Scott Cooper, salary for Dec.	50 00
M. E. Schneringer, casket for Mrs. P. O. Peterson.	35 00
W. H. Osborne Jr., postage from Dec. 14 to Jan. 5, 1910.	3 66
Dr. J. H. Marrow, quarantining, fumigating, etc.	33 00
Klopp, Bartlett Co., supplies for district clerks office.	2 14
H. F. Kennedy, expense for county work 3rd quarter.	156 15
H. F. Kennedy, expense for county work 4th quarter.	300 56
J. G. Haeblerie, mdsr for sheriff's office.	7 40
Clyde V. Rutner, reward for capture of Frank Day.	50 00
Ben P. Morris, mileage and labor in signing warrants.	11 50
C. H. Kennedy, board for prisoners.	36 50
W. R. Young, M. D., medical services medicine etc. for Mrs. Adams.	10 75
The Custer county beacon, printing board proceedings.	16 62
J. T. Wood, recording, expense etc.	7 00
W. H. Osborne Jr., clerk of board 4th quarter.	109 00
Chas Mytton, care of Thos. Morris, medicine etc. 4th quarter.	41 25
H. M. Pinckney, salary, express, postage etc.	147 00
Broken Bow City Water Works, water for last half of 1909.	20 00
O. W. Parr, livery in case of John Hana (Jusane).	7 00
Western Light and Fuel Co., light for Court House.	11 85
A. Gordon, medicine and drugs for Haddix family.	8 45
Nebr. Institute for Feeble Minded Youth, care of patients.	13 81
D. R. Rockwell, fare for paupers.	3 10
P. M. Towsley, guarding vaults at court house.	3 00
Garland E. Lewis, postage and express.	4 63
Ben P. Morris, board work, mileage etc.	41 00
J. E. Grint, " " " " " "	69 40
Geo. W. Dewey, " " " " " "	43 00
J. B. Gilmore, " " " " " "	55 30
Geo. W. Headley, " " " " " "	41 25
L. Cushman, " " " " " "	36 75
Edward Foley, " " " " " "	43 60
N. T. Gadd, balance due on rent 1st quarter.	17 50
J. E. Kensell, watchman at court house ruins.	10 00
J. E. Grint, L. Cushman, Geo. W. Dewey, Committee.	

and that the following claims be allowed on the 1910 general fund:

D. R. Rockwell, fare for paupers.	\$ 3 10
P. M. Towsley, guarding vaults at court house.	3 00
Garland E. Lewis, postage and express.	4 63
Ben P. Morris, board work, mileage etc.	41 00
J. E. Grint, " " " " " "	69 40
Geo. W. Dewey, " " " " " "	43 00
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Edward Foley, " " " " " "	43 60
N. T. Gadd, balance due on rent 1st quarter.	17 50
J. E. Kensell, watchman at court house ruins.	10 00
J. E. Grint, L. Cushman, Geo. W. Dewey, Committee.	

It was moved and carried that the committee's report be accepted and adopted as read.

The committee appointed to check up the office of county judge beg leave to make the following report:

We have checked his report with the various records of the office and find it correct.

Geo. W. Dewey, Geo. W. Headley, Committee.

It was moved and carried to accept and adopt the report of the committee as read.

The 1909 court house and jail committee report on the claim of W. G. Purcell as follows:

We your committee recommend the following claims be allowed on 1909 fund:

W. G. Purcell, supplies.	\$208 76
W. G. Purcell, supplies.	302 50
W. G. Purcell, supplies for Co. treasr.	375 00
W. G. Purcell, election supplies.	192 80
W. G. Purcell, supplies various offices.	42 00
W. G. Purcell.	321 83
Ben P. Morris, J. E. Grint, L. Cushman, Committee.	

It was moved and carried that the report of the committee be accepted and adopted as read.

The finance committee made the following report:

We your finance committee beg to submit the following estimate of expenses for the year 1910.

Salary of county officers.	\$15 000 00
District Court expense.	12 000 00
Stationary and other supplies.	7 000 00
Bridge fund.	20 000 00
Road Fund.	7 000 00
Miscellaneous.	5 000 00

Teachers Inst.	300 00
Farmers Inst.	100 00
Rebuilding, repairing and furnishing court house.	30 000 00
Edward Foley, Sr., L. Cushman, Ben P. Morris, Committee.	

Moved and carried that the report of the committee be accepted and adopted as read.

The committee to whom was referred the requisitions of the various officers reported favorably on the requisitions for help for 1910 Geo. E. Porter, Register of Deeds, M. R. Foster, County Assessor, C. Mackey, County Treasurer, W. H. Osborne Jr., County Clerk, extray help not to exceed \$50.00 per month. Geo. B. Mair Clerk of District Court, help not to exceed \$50.00 per month and in the matter of the request of Garland E. Lewis we recommend that he be allowed the sum of eighteen hundred dollars as salary amount to cover all work of the office.

And that the request of the county judge be granted and clerk hire not to exceed \$50.00 per month to be paid out of the fees of the office.

And in the matter of the sheriff's request. We recommend that the sheriff be allowed such amount necessary for deputy hire not to exceed \$500.00.

And in the matter of the request of county superintendent for one Monarch typewriter, one mimograph and one additional clerk for such length of time as is necessary to restore the records of the office. We recommend that the request be granted and the extra clerk be limited to 30 days not to exceed \$50.00

And that the following requests for deputies be granted: Carl J. Anderson, deputy Register of Deeds.

F. F. VanAntwep and E. N. Bishop, deputy Surveyors.

O. W. Barnard, deputy Clerk.

And that the request of Geo. O. Porter for one Oliver typewriter and one Smith-Premier typewriter be granted.

J. E. Grint, Geo. W. Dewey, Edward Foley Sr, Committee.

The following resolution was then read:

Whereas, The court house building, including the jail, belonging to Custer county, Nebraska, has been destroyed by fire, and it has become necessary to either repair the same and restore it to its original condition by building onto and upon the remaining portions of the building now standing, or to erect a new court house and jail for the accommodation of the business of the county,

Therefore, Be it resolved by the board of supervisors of Custer county now in session, that a special election be and the same is hereby called to be held in Custer county, Nebraska, at the several and various voting places in said county, on Tuesday, the first day of March, 1910, for the purpose of submitting the proposition to vote a special annual tax of 5 mills on the dollar valuation of the taxable property of Custer county, Nebraska, for the term of one year, to-wit: For the year 1910, for the purpose of erecting a court house and jail for said county.

The clerk of said county is hereby authorized and instructed to prepare the proper notices of said election and see to the publication of the same and prepare the ballots for said election.

That the ballot for said election shall be as follows:

Shall the Board of Supervisors of Custer county, Nebraska, levy a tax of 5 mills on the dollar valuation of the taxable property in Custer county, Nebraska, for one year, to-wit: For the year 1910, for the purpose of erecting a new court house and jail for said county at the county seat of Custer county, Nebraska, upon the property owned by said county, being the site of former court house building and known as Court House Square, in the City of Broken Bow?

It was moved and carried that the report of the committee be accepted and adopted as read.

It was moved and carried that the resolution be adopted and spread upon the records.

It was moved and carried that the Clerk be instructed to write the several Insurance Company's and give them notice to make their remittances to the County Treasurer, and take his receipt

DO YOU WANT A  
**Farm Loan**  
Without "Red Tape?"  
**SECURITY STATE BANK**  
MAKES THEM.

**VALENTINES VALENTINES**  
Feb. 14th will soon be here. We have the Largest and Most Complete Stock in town and all at prices that are right. If you don't think so come and see, at the

**BOOK STORE**  
First Door, South of Postoffice  
**C. H. & A. W. HOLCOMB**

for the same.

The following proposition of J. R. Gadd was up for consideration.

Custer County, Nebraska.

To the Board of Supervisors.

Gentlemen: I make the following bids for the cleaning up of the ruined court house:

I will take down from the wall, take up from the fallendown, all brick, clean them well and put them into a compact pile for the sum of one dollar per thousand so cleaned and piled up.

I will collect all bats and rubbish, such brick bats as cannot be used, and the pay for the cleaning up of the bats and rubbish will be that I receive the same, the said bats and rubbish to be removed by me from the court house square, provided the court house and jail committee does not want such bates in that case I am to receive but the \$1.00 per thousand above set out.

Dated this 22 day of Jan. 1910.

J. R. Gadd.

Moved and carried that proposition be accepted said work to be completed in 30 days from Jan. 24th.

The County Clerk was instructed to order what books and supplies was needed for county business.

It was moved and carried to adjourn to Tuesday March 8th, 1910.

W. H. Osborue Jr, County Clerk.

Died.

Mary C., wife of Wm. M. Harrel, died at the family residence, old Hoosier postoffice, Monday, January 23d, aged 69 years, 4 months and 27 days. Funeral services were held Tuesday afternoon, conducted by Rev. Bohart. Interment in Grandview cemetery at Anselmo.

Deceased leaves a husband, one son, John S., living near Arnold, two daughters, Mrs Aita Winchester, of that vicinity and Mrs. Peterson, of North Dakota. Several grandchildren are left to mourn the loss of a kind and indulgent grandma.

The Republican extends the sympathy of the neighbors and friends to the bereaved family.

N. T. GADD  
**ATTORNEY-AT-LAW**  
Office over Holcomb's book store.  
Office phone 288 Residence 30  
Broken Bow, Nebraska.

J. A. ARMOUR  
**ATTORNEY-AT-LAW**  
Practices in all the courts. Conveyancing and notarial work. Office up stairs over State Bank of Broken Bow.  
Broken Bow, Nebraska.

A. VINCENT SHERIDAN  
**PHYSICIAN AND SURGEON**  
Calls promptly answered day or night.  
Office and residence in the Mrs. Gleim building, just west of the Security State Bank. Phone 380.  
Broken Bow, Nebraska.

F. W. BUCKLEY, M. D.  
**PHYSICIAN AND SURGEON**  
EYE, EAR, NOSE and THROAT.  
Fitting of glasses.  
Office in Dierks Bldg. Phone 900  
Broken Bow, Nebraska.

**BANGS' STUDIO**  
**WE MAKE GOOD PHOTOS**  
East Side of Square  
Broken Bow, Nebraska.

HARRY KIMBALL  
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(Licensed)  
Business phone, 301 Residence 334B  
Broken Bow, Nebraska.

L. E. COLE  
**EMLMER & FUNER'L DIRECTOR**  
(Licensed)  
Union Block Business phone 85, Residence 322  
Broken Bow, Nebraska.

J. L. FERGUSON  
**NOTARY PULIC**  
Real Estate, Insurance, Ranches and Farms for Rent, Legal Papers Drawn, Surveying and Platting.  
Comstock, Nebraska.

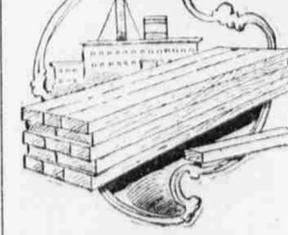
**FRANK KELSEY**  
**ALL KINDS OF WELLS**  
Consult Him if You Want Water.  
Broken Bow, Nebraska.

**C. F. WILSON, D. C.**  
**CHIROPRACTOR**  
OFFICE AT

Residence, First House East of Grand Central Hotel.

**CHIROPRACTIC ADJUSTMENTS**  
If paid in advance I will give the first six Chiropractic Adjustments for \$10.00, and thereafter ten adjustments for \$5.00 at any of my offices. Analization and examination free at office.

**HIGH GRADE**



Lumber, a large assortment and complete stock for Builders to choose from. Let us estimate on your contracts. We always try to please.

**H. T. BRUCE & CO.**  
**Lumber & Coal**  
South side.