

The Perambulating Showcase

By Herbert Kaufman.

The newspaper is a huge shop window, carried about the city and delivered daily into hundreds of thousands of homes, to be examined at the leisure of the reader. This shop window is unlike the actual plate glass showcase only in one respect—it makes display of descriptions instead of articles.

You have often been impressed by the difference between the decorations of two window-trimmers, each of whom employed the same materials for his work. The one drew your attention and held it by the grace and cleverness and art manifested in his display. The other realized so little of the possibilities in the materials placed at his disposal that unless some one called your attention to his bungling you would have gone on unconscious of its existence.

An advertiser must know that he gets his results in accordance with the skill exercised in preparing his verbal displays. He must make people stop and pause. His copy has to stand out.

He must not only make a show of things that are attractive to the eye but are attractive to the people's needs as well.

The window-trimmer must not make the mistake of thinking that the showiest stocks are the most salable. The advertiser must not make the mistake of thinking that the showiest words are the most clinching.

Windows are too few in number to be used with indiscretion. The good merchant puts those goods back of his plate glass which nine people out of ten will want after they have seen them.

The good advertiser tells about goods which nine readers out of ten will buy if they can be convinced.

Newspaper space itself is only the window, just as the showcase is but a frame for merchandise pictures. A window on a crowded street in the best neighborhood, where prosperous persons pass continually, is more desirable than one in a cheap, sparsely settled neighborhood. An advertisement in a newspaper with the most readers and the most prosperous ones possesses a great advantage over the same copy in a medium circulating among persons who possess less means. It would be foolish for a shop to build its windows in the alleyway—and just as much so to put its advertising into newspapers which are distributed among "alley-dwellers."

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CITY CHURCH ANNOUNCEMENTS.

CHRISTIAN—Bible-school at 10 a. m. Preaching at 11 a. m. and 8 p. m. C. E. at 7 p. m. All are welcome.
R. M. AINSWORTH, Pastor.

EPISCOPAL—Preaching services at St. Alban's church at 11 a. m. and 7:30 p. m. Sunday school at 10 a. m. All are welcome to these services.
E. R. EARLE, Rector.

CATHOLIC—Order of services: Mass, 8 a. m. Mass and sermon, 10:00 a. m. Evening service at 8 o'clock. Sunday school, 2:30 p. m. Every Sunday.
WM. J. KIRWIN, O. M. I.

BAPTIST—Sunday school at 10 a. m. Preaching service at 11:00 a. m. Evening service at 8:00. B. Y. P. U. at 7 p. m. A most cordial invitation is extended to all to worship with us.
E. BURTON, Pastor.

EVANGELICAL LUTHERAN—Regular German preaching services in the court room of the McCook court house every Sunday morning at 10:30. All Germans and Russians cordially invited.
REV. WM. BRUEGEMAN, 607 5th st. East.

METHODIST—Sunday school at 10 a. m. Sermons by pastor at 11 and 8. Class meeting at 12. Junior League at 4. Epworth League at 6:45. Morning subject, "Our Sonship." Evening, "How Some Folks Use Their Tongues."
M. B. CARMAN, Pastor.

CHRISTIAN SCIENCE—Services, Sunday at 11 a. m., and Wednesday at 8 p. m. Meetings held in the Morris block. Room open all the time. Science literature on sale. Subject for next Sunday, "Mortals and Immortals."

CONGREGATIONAL—Sunday school at 10 a. m. Preaching at 11 a. m. and 8 p. m. by pastor. Junior C. E. at 3 p. m. Senior Endeavor at 7 p. m. Prayer meeting Wednesday evening at eight o'clock. The public is cordially invited to these services. Rev. E. S. Bickford of Trenton will preach both morning and evening.
G. B. HAWKES, Pastor.

EVANGELICAL LUTHERAN CONGREGATIONAL—Sunday School at 9:30 a. m. Preaching at 10:30 a. m. and 7:30 p. m. by pastor. Junior C. E. at 1:30 p. m. Senior C. E. at 4:00 p. m. Prayer meetings every Wednesday and Saturday evenings at 7:30. All Germans cordially invited to these services.
REV. GUSTAV HENKELMANN, 505 3rd street West.

Just the Same Every Week.
This week, like last week, THE TRIBUNE contains matter of local interest on each of its eight home-printed pages. Same every week.

A Handy Receipt Book.
Bound duplicate receipt books, three receipts to the page, for sale at THE TRIBUNE office.

HUCKLEBERRY FARMING.

Agriculture With a Match in the Timber Regions.

"It may seem incredible to those who have never lived in or traveled much through timber districts where the huckleberry is indigenous," said a native of such district, "but it is a fact that there is a tribe of shiftless persons in all such regions who systematically and without regard to law, property or life set fire to woods or cut over land adjacent to woods simply to increase the area of huckleberry bushes. There is only one way in which huckleberries can be cultivated, and the huckleberry farmer does not need to own an inch of land. If he has the title to one simple lucifer match he can put thousands of acres under cultivation in a very short time.

"He has only to light the match and touch it to the dry leaves and branches on the ground, either in early spring or late fall, and his cultivation is soon under way. No matter what grew on the ground before fire swept it bare, huckleberry bushes will never fail to spring up luxuriantly from the ashes and scorched soil. They will be in abundant bearing the next season. What the result may have been in loss of life or property does not concern the persons who reap the benefit.

"Many of the fires that devastate our forests every year may be traced to this reckless and deliberate making or improving of huckleberry patches. I remember one instance particularly where the setting fire to the brush on a huckleberry barren in northern Pennsylvania resulted in a forest fire that swept over a 10,000 acre timber tract, doing incalculable damage to the standing timber and reducing to ashes 50,000 feet of logs and lumber and 30,000 cords of tanbark, representing a money value of nearly \$750,000. Twenty persons were burned to death and thirty so badly burned that seven of them died from their injuries. The huckleberry crop gathered from this cultivation of that barren waste perhaps realized \$200 to the cultivators.—Washington Post.

PROVED HIS SPELLING.

An Incident in the Career of Stephen A. Douglas.

An amusing incident occurred in McLean county, Ill., at the first court which Stephen A. Douglas, the famous politician, attended after his election as prosecuting attorney. There were many indictments to be drawn, writes Professor Allen Johnson in his life of Douglas, and the new prosecuting attorney in his haste wrote the name of the county McLean instead of McLean. His professional brethren were greatly amused at this evidence of inexperience and made merry over the blunder.

Finally John T. Stuart, subsequently Douglas' political rival, moved that all the indictments be quashed. Judge Logan looked at the discomfited youth and asked what he had to say to support the indictments.

Smarting under the gibes of Stuart, Douglas replied obstinately that he had nothing to say, as he supposed the court would not quash the indictments until the point had been proved. This answer caused more merriment, but the judge decided that the court could not rule upon the matter until the precise spelling in the statute creating the county had been ascertained.

No one doubted what the result would be, but at least Douglas had the satisfaction of causing his critics some delay, for the statutes had to be procured from an adjoining county.

To the astonishment of court and bar and of Douglas himself it appeared that he had spelled the name correctly.

To the indescribable chagrin of the learned Stuart the court promptly sustained all the indictments. The young attorney was in high feather and made the most of his triumph. The incident taught him a useful lesson—henceforth he would admit nothing and require his opponents to prove everything that bore upon the case in hand.

His Curiosity Satisfied.

A wealthy tradesman who had been drinking the waters of Bath, England, took a fancy to try those of Bristol. Armed with a letter of introduction from his Bath physician to a professional brother at Bristol, the old gentleman set off on his journey.

On the way he said to himself: "I wonder what Dr. Bleak has intended the Bristol physician in regard to my case?" and, giving way to curiosity, he opened the letter and read:

Dear Doctor—The letter is for a Wilshire physician, near the head of him. Yours professionally, J. BLANK.

Felicitous and Flamingo.

The book of the pelican's bill is red, and undoubtedly the fable that the pelican feeds its young with blood from its own breast originated in the bird's habit of pressing the bill upon the breast in order to more easily empty the pouch, when the red tip might be mistaken for blood. Another explanation is that the pelican became confused with the flamingo, which discharges into the mouth of its young a secretion which in color resembles blood.

All His Doing.

Miss Chellus—Is it really so that you're engaged to Mr. Roxley? Miss Pechis (calmly)—It is. Miss Chellus—My, he was a great catch! Miss Pechis—I beg your pardon; catcher.—Philadelphia Press.

Too Considerate.

Judge—You say you went into the room at night quite unintentionally? Why, then, had you taken off your shoes? Burglar—Cause, judge, I heard dere was somebody lyn' ill in de house.—Home Magazine.

WONDERS OF THE SUN

Some Facts About That Colossal Fiery Globe.

AN IDEA OF ITS GREAT SIZE.

Our Earth and Moon, as Far Apart as They Now Are, Could Easily Move Around in Its Flaming Interior—Some of the Substances It Contains.

Astronomy does not always consist of night studies. There are some things to be seen after darkness is gone, both with glass and unassisted eye. The dear old moon often gives us a good daylight view of herself, looking as if haggard, sleepy and disgusted after being out overnight. The star Venus has often been seen in the afternoon. Some comets are on record as having approached so near the earth that the same could be said of them for weeks at a time.

But of course the great day attraction is the ruler of our own family of brother and sister planets, the sun.

Although "medium sized" as compared to many of the fixed stars, our sun is no lightweight, being about 1,300,000 times as large as the earth. If some great force could put us in the center of that ultra mammoth globe, and the moon also (keeping her at the same distance from us as she now is), and there was another moon nearly as far away from her, the earth, and the two moons and all the space between them could still be contained in the great, sparkling sun.

Its distance from us is 92,897,000 miles, a very tedious little journey if we could make it by customary methods. You can find plenty of accounts in books of how long it would take a railroad train to get to it, and you can ascertain it yourself by a little figuring. You will learn, for instance, that a limited express traveling 1,000 miles per day would arrive at Sun station in about 254 years, during which time there would probably be a few deaths on the train. If when the engine arrived it could give a blast of the whistle loud enough to be heard here, the people at this end of the line would have to wait fourteen years before the signal arrived if it proceeded at the usual velocity of sound.

But the eye, most wonderful of conveyances, can traverse all that distance in between eight and nine minutes. It takes that length of time for light to pass between the two worlds.

What is the material of which that great fiery globe is composed? The following substances have been detected by the spectroscope and may be considered as surely a part of it: Barium, calcium, chromium, cobalt, copper, hydrogen, iron, magnesium, manganese, nickel, platinum, silicon, silver, sodium, titanium, vanadium. It is thought that the following substances are also there, although the proof, while strong, is not absolute: Aluminum, cadmium, carbon, lead, molybdenum, palladium, uranium and zinc. It is a singular fact that gold has not yet been discovered in this great golden orb.

The fact that "all is action, all is motion," not only in "this world of ours," but throughout our entire universe, is illustrated by the sun, for, while all the planets of our system are revolving around it, it is not itself still; it would seem to be having a waltz of its own. It turns on its axis, it has another motion about the center of gravity of the solar system, and, besides, it is on its way, with its flock of planets, toward some distant point in space at the rate of 990 miles per minute. These facts and figures sound strange and hardly believable, but they have been demonstrated mathematically over and over again by astronomers of different times and lands.

One of the most interesting things to be seen upon the sun is its spots, for this great king of planets is not entirely immaculate. Some think these are caused by cyclones, some that they are eruptions from within the sun's surface, some by cool matter from meteors falling into the hotter atmosphere, and this last idea would seem the most sensible one. Such a great flaming furnace as the sun apparently is, giving out life to a colony of planets, must have food, and possibly the great heat giving, life imparting creature may when spots appear be taking its rations.

These spots, often thousands of miles in extent, although they look so small from earth, can many of them be seen with an opera glass, but it is necessary to combine the instrument with smoked glass, which can be fastened upon it with rubber bands either at the eye or view end.—Brooklyn Eagle.

A Favor Appreciated.

"I have come to inform you," said the young man who thought the firm would have to go out of business if he went away, "that unless my salary is raised I shall have to sever my connection with this establishment."

"Thank you," replied the general manager.

"Am I to understand, then," the young man asked, "that you accede to my demand?"

"No. I thanked you because you had relieved me of an unpleasant duty. I always hate to discharge a man who will be unable to hold a job anywhere else."—Chicago Record-Herald.

Not until we know all that God knows can we estimate to the full the power and the sacredness of some one life which may seem the humblest in the world.—John Ruskin.

JOHN E. KELLEY
ATTORNEY AT LAW and
BONDED ABSTRACTOR
McCook, NEBRASKA.
Agent of Lincoln Land Co. and of McCook Water Works. Office in Postoffice building.

C. H. BOYLE **C. E. ELDERD**
BOYLE & ELDERD
ATTORNEYS AT LAW
Long Distance Phone 44
Rooms 1 and 2, second floor
Postoffice Building McCook, Neb.

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JEWELER
MUSICAL GOODS
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| Calling Cards | Blank Books |
| Manuscript Covers | Writing Inks |
| Typewriter Ribbons | Erasers, Paper Fasteners |
| Ink Pads, Paper Clips | Ink Stands |
| Brass Eyelets | Bankers' Ink and Fluid |
| Stenographers' Notebooks | Library Paste, Mucilage |
| Photo Mailers | Self Inking Stamp Pads |
| Memorandum Books | Rubber Bands |

These Are a Few Items in Our Stationery Line

THE TRIBUNE Stationery Department