

Postmasters have been notified that shortly before February 12, 1909, the department will issue a 2 cent postage stamp of special design to commemorate the one-hundredth anniversary of the birth of Abraham Lincoln.

This stamp is of the size and shape of the regular issues of postage stamps; color, red. The subject is a profile, within an ellipse on end, of the head of Lincoln from Saint Gauden's statue. A spray of laurel leaves appears on either side of the ellipse. Above the subject appears the words, "U. S.

by a ribbon containing the dates of Lincoln's birth and of its one-hundredth anniversary, "1809, Feb. 12, 1909," with the denomination in words, "Two Cents," beneath. They are to be placed on sale February 12.

No other denomination than 2-cent will be supplied in the special Lincoln issue.

John Cashen, Auctioneer,
Indianola, Nebr. Dates booked at McCook National bank.

Typewriter ribbons, papers etc. for sale at THE TRIBUNE office.

The Flower Is Aggressive In Spite of Its Boasted Modesty.

The common wild violet affords one

of the most remarkable illustrations of the care and apparent forethought of nature in preserving a species. As everybody knows, the violet grows in the shade, in pastures, woods and fields where the grass is abundant and long.

It comes up early in the spring and flowers at a time when the grass is most abundant and succulent. Of course it is liable to be cut down by the scythe, but much more likely is it to be bitten off by grazing animals.

The violets that come in the spring either do not seed at all or very sparingly, so that if the plant relied on its spring flowers for seed it would probably perish off the earth in a very few years.

But in the late fall the plant bears another crop of blossoms that are never seen save by the professional botanist. They are very small, utterly insignificant in appearance, and grow either just at or below the surface of the ground. These are the flowers which produce the seeds for the next season. The flowers on long stems blooming in spring are only for show; the hidden flowers are for use, and the number of seeds they bear may be judged from the ease with which a wild violet bed spreads.

When the seeds are ripe the pod explodes, scattering them to a considerable distance, often to ten or twelve feet from the parent plant, so that in spite of its boasted modesty the violet not only takes care of itself, but becomes a troublesome aggressor.—St. Louis Globe-Democrat.

SWOONED AT THE BELL.

Odds Effect of One Cure Through the Subliminal Consciousness.

A very well known occultist tells of

one case where healing through the subliminal consciousness was really a source of embarrassment to the physician who was responsible for it. Several years ago when the eye specialist

—she knows about ears and throats, too

—was studying in Vienna a young girl was brought to the hospital to be treated for some nervous disorder. Hypnotism—or suggestion, as one is asked to call it these days—was used, and she was brought under his influence by the ringing of a bell. After a few treatments she went to sleep, or into the unconscious and receptive state, as soon as she heard the bell. She was speedily cured and left the hospital.

Next day she was brought unconscious, roused and sent away. The day after that she was brought again. Indeed,

for some time scarcely a day passed when she wasn't carried in limp and unconscious. She became a positive nuisance to the great neurologist that had hypnotized her, and he finally sent persons to watch her. It was found

that on her way to work she passed a certain church and usually was at the door at the moment during the celebration of the mass when the bell rang.

At its tinkle she calmly curled up and went to sleep. It was necessary to

suggest to her the next time she was brought to the hospital that no bell in the world could have any effect on her except the one rung in the hospital by the neurologist. After that she went about the city quite unaffected by the bells, and the neurologist drew a breath of relief.—Washington Herald.

A MAN OF ACTION.

He Got Out of His Tight Corner With Flying Colors.

He was a husband who, when he left home for a week or so on a business trip, invariably took with him a photo

of his wife, and in the letters that he wrote to her he always made a great point of this portrait and dwelt upon

the fact that the sight of it was the only thing that kept his spirits up when he was far away from her.

One day, however, he left the home

and forgot to take the portrait with him. But he was not going to let a little thing like that worry him.

Down he sat and penned his cus-

tomy amorous epistle, in which the portrait played its usual part. It was

not until the letter was posted that he remembered that the portrait had been left at home in a conspicuous place where his wife could not fail to discover it.

The fat was indeed in the fire, but

he was a man of action and determined to get out of his tight corner somehow.

He remembered the shop where the photo had been taken and promptly wired there for another copy, which he had put into a beautiful frame especially adapted for trav-

eling.

On his return home his wife "handed

out the freezing mixture" to begin

with and then dissolved in unquenchable tears.

When under cross examination

she admitted that the cause of

her grief was his cruel deception, he

produced the newly acquired photo

and then asked her, in a hurt voice,

how she could possibly have suspected

him of working off mere tarradiddle

on his little wife.—New York Mail.

Just a Way They Have.

Inhabitants of the Isle of Wight speak of "going to England" when they leave their own fragment of the kingdom.

A patriotic Cornishman also "goes to England" when he crosses the Tamar. Similarly inhabitants of the Balkan peninsula talk of "going to Europe" when they leave their own corner of the continent, in curious contrast with the people of Great Britain who regard themselves as both of and in "Europe," and it is only "the continent" that they visit. There is an old story of a Scottish minister who prayed for a blessing upon "the inhabitants of Great and Little Cumbria (islands in the Firth of Clyde) and the adjacent islands of Great Britain and Ireland." Massachusetts people speak of going "down east" when they start for the Maine coast.—Chicago News.

Parcel Wrappers.

"The hardest thing to wrap up," said a shipping clerk, "is a violin. A department store will often test a new wrapper by giving him a violin to do up. If he passes that test he is all right."

"Aboard bags and string, being ex-

pensive, are rarely used, and the young

groceryman must be able to wrap pota-

toatoes, flour and all sorts of things in

sheets of paper alone. He gets a kind

of knick. He lays his flour or beans

in a square of paper, doubles the paper

over and, with an end in each hand,

swings the parcel round and round.

Like magic, then, it is done up, and

you can carry it safely quite a hundred

yards or so, provided you are careful!"

Overstocked.

Hubby was evidently worried, and

wife was trying to cheer him up.

"Cheer up, John, and don't worry,"

she said. "It doesn't do any good to

borrow trouble."

"Borrow trouble," echoed her hus-

band. "Great Caesar's ghost! I ain't

borrowing trouble; I've got it to lend!"

—Chicago News.

Criminal.

Young Mother—I'm sorry, Mr. Top-

floor, if baby's crying annoyed you.

He's been cutting his teeth. Top-

floor (a crusty bachelor)—That's it!

The idea of letting a young child have

a knife to play with!—Boston Trans-

script.

Solitude can be delightful only to the

innocent.—Leszczynski.

Their Methods Depicted on the Old Tombs of Egypt.

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The violets that come in the spring either do not seed at all or very sparingly, so that if the plant relied on its spring flowers for seed it would probably perish off the earth in a very few years.

But in the late fall the plant bears another crop of blossoms that are never seen save by the professional botanist. They are very small, utterly insignificant in appearance, and grow either just at or below the surface of the ground. These are the flowers which produce the seeds for the next season. The flowers on long stems blooming in spring are only for show; the hidden flowers are for use, and the number of seeds they bear may be judged from the ease with which a wild violet bed spreads.

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A similar scene is pictured on the walls of a tomb belonging to a certain Amenhotep, also at Sheik Abd el Qurna. Here only one man accompanies the chainmen, each of whom, as usual, carries a spare cord. The figures are larger than in the tomb of Menna, and, though they are now much damaged, it is possible to see clearly that the cord terminated in a ram's head."

ABOUT ADVERTISING—NO. 10

When You Buy Oysters Don't Pay For Water

Why should you get a pint of water with every quart of Oysters? Water is cheap—boats and bleaches the oyster—spoils its natural flavor.

You have never known how good oysters can be unless you have had

"Sealshipt" Oysters

They are shucked into air-tight steel cans and shipped direct from the beds—picked with ice around the container, not in contact with the oysters. You get all solid meats. And how fresh, wholesome, appetizing and deliciously different they are!

Ask for "Sealshipt Sense," a booklet containing new and attractive ways of preparing oysters.

If your dealer doesn't sell "Sealshipt," here are some who do:

D. C. MARSH

The genuine "Sealshipt" Oysters are always sold from a White Porcelain Display Case bearing the "Sealshipt" trade mark in blue. This is for your protection—look for it. The "Sealshipt" Carrier System is patented. Infringements will be prosecuted to the full extent of the law.

NATIONAL OYSTER CARRIER COMPANY
South Norwalk, Connecticut.

THE TRIBUNE Office for Office Supplies

ABOUT ADVERTISING—NO. 10

The Man Who Retreats Before His Defeat!

By Herbert Kaufman.

Advertising isn't magic. There is no element of the black art about it. In its best and highest form it is plain talk, sane talk—selling talk. Its results are in proportion to the merit of the subject advertised and the ability with which the advertising is done.

There are two great enemies to advertising profit, and both of them are caused by ignorance of the real functions and workings of publicity.

The one is to advertise promises which will not be fulfilled, because all that advertising can do when it accomplishes most is to influence the reader of your copy to investigate your claims.

If you promise the earth and deliver the moon advertising will not pay you.

If you draw men and women to your store on pretense and fail to make good, advertising will have harmed you because it has only drawn attention to the fact that you are to be avoided.

It is as unjust to charge advertising with failure under these conditions as it would be for your neighbor to rob a bank and find yourself indicted for his misdeed. In brief, advertised dishonesty is even more profitless than unexploited deception.

The other great error in advertising is to expect more out of advertising than there is in it.

Advertising is seed which a merchant plants in the confidence of the community. He must allow time for it to grow. Every successful advertiser has to be patient. The time that it takes to arrive at results rests entirely with the ability and determination you display in the effort. But you cannot turn back when you have traveled half way and declare that the path is wrong.

You can't advertise for a week and because your store isn't crowded say it hasn't paid you. It takes a certain period to attract the attention of readers. Everybody doesn't see what you print the first time it appears. More will notice your copy the second day, a great many more at the end of a month.

You cannot expect to win the confidence of the community to the same degree that other men have obtained it without taking pretty much the same length of time that they did. But you can cut short the period between your introduction to your reader and his introduction to your counters by spending more effort in preparing your copy and displaying a greater amount of convincingness.

You mustn't act like the little girl who planted a garden and came out the next day expecting to find it in full bloom. Her father had to explain to her that plants require roots and that, although she could not see what was going on, the seeds were doing their most important work just before the flowers showed above ground.

So advertising is doing its most important work before the big results eventuate, and to abandon the money which has been invested just before results arrive is not only foolish but childish. It would be just as logical for a farmer to abandon his fields because he could not harvest his corn a week after he planted it.

Advertising does not require faith—merely common sense. If it is begun in doubt and deserted before normal results can be reasonably looked for, the fault does not lie with the newspaper or with publicity—it rests entirely upon the head of the coward who retreated before he was defeated.

(Copyright, 1908, by Tribune Company, Chicago.)

The real test is in the baking.

Other Baking Powders may make broad claims, but when it comes to the production of real delicious biscuit, cakes and pastry

CALUMET
BAKING POWDER

proves its real worth. This is because of its much greater leavening power and the strict purity of its ingredients.

It costs only a trifle more than the cheap and big can brands and much less than the Trust Baking Powders.

Received Highest Award
World's Pure Food Exposition
Chicago, 1907.

ONE ONE ONE

That is the No. of ONE of the best Lumber and Coal Concerns in a No. ONE town, which is located on ONE East Street. But if you can't find it, call phone No. ONE, when you will be informed that you can get No. ONE lumber, No. ONE coal, No. ONE service, No. ONE treatment, in fact No. ONE first, last and all the time.

Bullard Lumber Co.

V. FRANKLIN, PRESIDENT. A. C. EBERT, CASHIER.
JAS. S. DOYLE, VICE PRESIDENT

THE CITIZENS BANK OF McCook, NEB.

Paid Up Capital, \$50,000. Surplus, \$15,000

DIRECTORS

V. FRANKLIN, JAS. S. DOYLE, A. C. EBERT.

I have all grades of roofing--and prices to suit any pocketbook--come and see.

A FEW HEN HOUSE HINTS

To raise fine birds you must provide comfortable quarters. Profitable egg getting presumes this—success in the poultry business requires it.

PAROID the Permanent Ready Roofing

is especially prepared to meet the poultrymen's needs. It is a heavy felt (not paper). No tan—proof against insects and vermin. Easily applied by any one, with free roofing kit inside each roll; does not require painting when first applied and lays flat. The only roofing with rust-proof caps.

You can save money and keep your poultry dry and warm by using PAR