IV.—Creating Demand For Goods

By Henry Herbert Huff

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"Mr. Pusiness Man, you spoke of your trouble in interesting patrons in new and quality merchandise."

"Yes; these show up more profit than 'staples,' but for some reason they do not sell readily."

"Here is your greatest opportunity to utilize good advertising. Study the mail order catalogues. You can get many ideas from them. Note the complete descriptions, the catchy headlines, the attractive cuts. This is a forceful example of the creative side of advertising. Good newspaper publicity has a double offect—(1) to take trade from less energetic competitors and give it to the one who advertises and (2) to make more busi-Ress. If a well written ad. so presents the advantages of possessing a talking machine, for instance, that some one becomes interested and buys one, hasn't it made more business? If the buyer had not thus been convinced of his need for one, he might never have made such a purchase. That is just what advertising is doing for the retailer and general advertiser alike."

"And it will interest my patrons in good clothes?" "Certainly. People dress so much better today than ever before, largely through the influence of advertising. Style depends very much upon it for existence. Practically all of our knowledge of fashion and what is newest and best in the world's markets comes to us through the newspaper and magazine ad. The public is interested and quite eager to read. Let the local merchant talk about such things in his ads., and he can make a demand for new and quality goods. Readers need first to be shown WHY they should possess any particular article, WHY they should dress better, WHY they should put in a furnace, WHY they should buy a kitchen cabinet. This study of 'selling points' will come later on. Take the matter of good clothes. One of those illustrations, such as are furnished to the trade by wholesale clothing makers, pictures the wearer with such a stylish, clean cut, well groomed appearanceenough to make any man want to dress better, particularly if helped along with clinching arguments. People noid to be TOLD what they went and should have."

"And quality"-"Teople need to be CONVINCED that the quality article is the most economical. Advertising carries your arguments to the buyer. Often merchandise is claimed to 'sell on sight.' This is rarely true. Most any article needs to have its good points presented before the reader acquires a desire for it.

"Every man in business is an egotist. He believes he can furnish his customers merchandise of better quality at less cost or in a more satis actory way than anybody elso. He has no reason to expect patro age except that he offers some greater inducement than do he competitors. He needs to tell the public WHAT he has to sell and WHY they should buy it of him.

THE TRIBUNE Office for Office Supplies

Special Summer Rates

CONTRACTOR OF THE PROPERTY OF

EXCURSION RATES EAST: - Daily low round trip rates, with thirty days limits, in effect early in June to New York, Jersey decreased to a surprising degree. "Full Cast Resorts, Boston, Montreal, Portland, Me., and other promi- statistics have been kept during the mant eastern resorts. Somewhat higher round trip rates daily, with year of all liquor shipped into the city al summer limits, to New England, St. Lawrence River, Atlantic Coast and New England Resorts. Also desirable round trip rates t Wisconsin, Michigan, etc., including Lake Journeys from Chicago to Buffaio and return. Rates, details, destinations, etc., may be had of your nearest agent.

EXCURSION RATES WEST: - Seattle Exposition, California, Pacific Coast Tours, Denver and Colorado Resorts, Black Hills, Big during the year. Deaths from alcoholism Horn Mountains, Utah, Yellowstone Park circuit through scenic fell from thirty under license to six Colorado and Yellowstone and Gardiner gateways. Homeseekers rates first and third Tuesdays. You can reach all western Summer resorts on very desirable rates this Summer. Call on nearest ticket agent for special publications covering any

western tour.

D. F. HOSTETTER, Ticket Agent, McCook, Neb. L. W. WAKELEY, G. P. A., Omaha.

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

THE OF McCOOK, NEB.

Paid Up Capital, \$50,000. Surplus, \$20,000

- DIRECTORS

V. FRANKLIN,

JAS. S. DOYLE,

A. C. EBERT.

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.

AND PARTY BANKS AND PARTY BANKS

CITY CHURCH ANNOUNCEMENTS.

CHRISTIAN-Bible school at 10 a. m.

at 7 p. m. All are welcome.

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.

R. M. AINSWORTH, Pastor.

CATHOLIC-Order of services: Mass 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.

METHODIST-Sunday school at 10 a. m Sermons by pastor at 11 and 8. Class at 12. Junior League at 3. Epworth League at 6:45. Prayer meeting, Wednesday night at 7:45.

M. B. CARMAN, Pastor.

BAPTIST-Sunday school at 10 a. m Preaching service at 11:00 a. m. Even ing 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.

CHRISTIAN SCIENCE-219 Main Aveue-Services, Sunday at 11 a. m., and Wednesday at 8 p. m. Reading Room open all the time. Science literature on sale. Subject for next Sunday, "God the Only Cause and Creator."

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 meet ing Wednesday evening at eight o'clock The public is cordially invited to these G. B. HAWKES, Pastor.

EVANGELICAL LUTHERAN CONGREGA FIONAL-Sunday School at 9:30 a. in Preaching at 10:30 a. m. and 7:30 p. m. b) pastor. Junior C. E. at 1:30 p m Senior C. E. at 4:00 p. m. Prayed meetings every Wednesday and Satur tay evenings at 7:30. All Germancordially invited to these services.

REV. GUSTAV HENKELMANN, 505 3rd street West

EVANGELICAL LUTHERAN - Regular German preaching services in frame building of East Ward every Sunday morning at 10:00. All Germans cordially invited. REV. WM. BRUEGGEMAN. 607 5th st. East.

In Worcester, Mass.

A report has been issued by the Massachusetts No-License league setting forth the experience of Worcester after a year of no license. This is said to be the largest city in the world without would the debtor kindly send the saloons, and the only one with over 100,- money to him, care of the steamship 000 inhabitants to vote no-license twice | line at Philadelphia? The man in New in -uccession. Cambridge, Mass., had before this been the largest city in world without saloons, having voted in this he promptly clapped a ten dollar bill in manner for twenty-two years. For the past year of Worcester's experience, the report says: "There was less crime of all kinds and not balf as much drunkenness. The juil on Summer street has found. So the debtor gave his friend held less inmates than at any previous time in twenty years." Alcoholic patients at the city hospital have been reduced half, and "deaths from alcoholism | the envelope. by express companies and lawful carriers and of arrests and the causes of arrests "The police record shows," says the report, that the arrests for drunkenness numbered 3 924 for the license year, and 1.843, less than half, for the no license year." The mortality rate fell 17 percent under no license, according to the rec ords of the board of health.

Men Past Fifty in Danger.

Men past middle life have found comfort and relief in Foley's Kidney Reme dy, especially for enlarged prostate gland, which is very common among elderly men. L.E. Morris, Dexter, Ky., writes: "Up to a year ago my father suffered from kidney and bladder trouble and several physicians pronounced it enlargement of the prostate gland and advised an operation. On account of hour beforehand, with my evening age we were afraid he could not stand it and I recommended Foley's Kidney Remedy, and the first bottle relieved him, and after taking the second bottle give me? he was no longer troubled with his com-A. McMillen Druggist.

McCook Junior Normal.

that the McCook Junior Normal will mind going down in the cellar and open June 7th and close July 30th. All making it over? You've just got time. subjects for first, second and third grade love."-New York Herald. subjects will be given and professional subjects when there is sufficient demand

For special information write Chas. W. Taylor, principal, or Claudia B. Hatcher, registrar.

Engraving and Embossing.

Your wants can be supplied at THE TRIBUNE in the line of engraving and embossing, such as calling cards, invitations and announcements, monogram correspondence paper etc. Handsome samples of all on display. Prices reasonable. Prompt service. If interested come and inspect.

If you desire a clear complexion take Leader. Foley's Orino Laxative for constipation and liver trouble as it will stimulate these organs and thoroughly cleanse your system, which is what everyone needs in the spring in order to feel well.

THE CONCIERGE.

Preaching at 11 a. m. and 8 p. m. C. E. Tyrant Rule of the Autocrat of the Parisian Flat House. The "conclerge" is considered to be

the bane of the Parislan flat dweller's existence His functions are supposed to be the following: The first and most important is to collect the rent on quarter day; after that he must see that the tenants do

not surreptitiously remove. The latter precaution seems to be somewhat unnecessary, as rents in Paris are always paid in advance.

He should also bring up your letters at least twice a day, but as the concierge is generally a stout, middle aged woman who has a decided objection to climbing stairs the latter regulation remains somewhat of a dead letter.

In Paris the front door of most houses is generally closed at 10 o'clock. After that time admittance can only be obtained by ringing a bell. The concierge is obliged to open the door, and she does this, as soon as she is awake, by pulling a rope which hangs by her

If she is a sound sleeper and you are accustomed to come home late at night. the best thing to do is to look for another flat, as the concierge will put you down as a "bad tenant" and make things as unpleasant for you as possi-

If you never stop out late at night. receive very few friends and fee her heavily at Christmas, the concierge will consider you as a "good tenant" until you give notice to leave, when her interest in you suddenly vanishes.

As there is nothing more to be expected from you and the incoming tenant is obliged to give a substantial tip. called a "denier a Dieu," she is anxious to "speed the parting guest" as much as possible.

The concierge does sometimes make a final effort to extract something more | chapel. This bell was cast in 1733, but from you by attempting to make you pay a franc for every nail knocked in the walls of your flat, but this has been decided to be illegal and may be safely

But the Parisian conclerge is really unpopular because she represents a landlord. -London Mail.

A DELAYED LETTER.

And What Happened When the Missive Was Finally Recovered.

The vagaries of the postal service are sometimes beyond the understanding of the layman. In March of last year a man in New York received a letter from a friend in England, writ- Picture Made by a Cave Man Millions ten when on the point of sailing for Philadelphia, urgently requesting him to return a loan of \$10. The man who York saw that his friend would reach Philadelphia within a day or two, so an envelope and addressed and mailed it. A week later he was apprised by mail that the money had not arrived Both men made a diligent search for the missing letter. But it could not be a check and forgot about his \$10, setting down its loss to the dishonesty of some intermediary who had handled

Imagine his surprise when one day eight months later he received his letter from the dead letter office in Washington. It was covered with postmarks and much battered, for it had traveled many thousands of miles back to England, around the United Kingdom and to America again, but the money was safe inside.

Chuckling, he met his friend a few minutes later and showed him the ten dollar bill. "How's that for luck?" he queried.

"Great," replied his friend, "Say, old man, you couldn't lend me that for a day or two, could you? It's like picking money up in the street for you, and I could make use of it just now." Sadly the bill was handed over. 'What's the use of such wonderful occurrences?" ruminated the "lucky" man.-New York Post.

The Best Laid Plan.

Husband (who is going to the theater with his wife)-There; I took time by the ferelock tonight. Here I am an clothes all on and everything ready. Now I'll go downstairs and have a quiet smoke while you get ready.

Wife-Oh, darling! Can you ever for-

"What's the matter now?" "Why, the cook tells me the furnace fire went out this afternoon, as the furnace man failed to come. The baby Write to your friends and tell them has a cold, you know. Would you

Successful Ugly Women.

Successful women were not always of irreproachable beauty or modeling. Thus the Princess d'Evoli of Louis XV.'s time was one eyed; the slit of Montespan's mouth reached her ears; Mme. de Maintenon was thin, meager, yellowish; La Valliere lame, Gabrielle d'Estrees ene armed, Anne Bolevn six fingered.-Hindustan Review.

He Dodged.

Mr. Meek-Did you trump my ace? Mrs. M -Yes. What of it? Mr. M .-N-nothing, my dear. I'm glad it was you. If one of our opponents had done it we'd have lost the trick.-Cleveland

The Smart Ones. "Do you believe that the world owes

us all a living?" "Yes, but the smarter fellows are

collecting the debt for us on an 80 per A. McMillen, Druggist. | cent commission."-Boston Transcript. dinner."-London Opinion.

ANCIENT BELLS.

They Were Often Quadrangular and Made of Thin Iron Plates.

There are several old bells in Scotland, Ireland and Wales. The oldest are often quadrangular, being made of thin iron plates which have been hammered and riveted together. At the monastery of St. Gall in Switzerland the four sided bell of the Irish missionary St Gall, who lived in the seventh century, is still preserved, but more ancient still is the bell of St. Patrick in Belfast, which is ornamented with gold and gems and sliver filigree work.

The curfew bell is that about which most has been written and said. It has been thought that it was only used in England, but it was quite common on the continent in the middle ages.

The ringing of bells by rope is still very popular in England, especially in the country, where almost every hamlet, however small, has its church with its peal of bells, which are often remarkably well rung. The first real peal of bells in England was sent by Pope Calixtus III. to King's college, Cambridge, and was for 300 years the largest peal in England. About the beginning of the year 1500 sets of eight bells were hung in a few of the large

In the middle of the seventeenth century a man named White wrote a famous work on bells in which he introduced the system of numbering them 1, 2, 3, 4, etc., on slips of paper in different orders, according to the chances intended to be rung. It is calculated that to ring all the changes upon twenty-four bells at two strokes a second would take 117 billion years.

One of the most famous bells in the world is the first great bell of Moscow which now stands in the middle of a square in that city and is used as a was in the earth for over a hundred years, being raised in 1836 by the Emperor Nicholas. It is nearly twenty feet high, has a circumference of sixty feet, is two feet thick and weighs al most 200 tons. The second Moscow bell, which is the largest bell in the world that is actually in use, weighs 128 tons. There are several bells extant which weigh ten tons and over, of which Big Ben, the largest bel! in England, weighing between thirteen and fourteen tons, is one. Big Ben is unfortunately cracked.-London Globe.

HISTORY ON A TUSK.

of Years Ago. tist would hardly dare venture a guess wrote the letter needed funds and as to the date, a man clad with only a wild beast's skin about his loins was sitting at the month of a cave in one of the rocky highlands in what is now seuthern France. He was scratching with a sharp flint on the fragments of an ivery tusk, perhaps picturing for some youthful admirers adventures through which he had passed or animals he had slain. That ivery chin was stored away as a treasure, to be lost and forgotten after the cave man's death. One day a man named Lartet. digging in the cavern fleor, found it On it was scratched a very fair rep resentation of the hairy elephant, probably at once the oldest picture and the oldest human record in ex-

We know the cave man was a faithful workman, for the melting ice fields of Siberia have yielded a perfect specimen of this extinct mammal, and the paleolithic picture is a true copy. Not only has this ancient sculptor given us a sample of the earliest art, but he has left us, more valuable than all, a historical record of his time, for this rude picture is simply a page from the cave man's history which, translated into twentieth century English, says, "Men, thinking men, were contempo-

raneous with the hairy elephant." No record that any of humankind have ever left is half so ancient as this. The oldest Egyptian papyrus is a thing of yesterday compared to this paleolithic sculpture. While the cave man was living in Europe the valley of the Nile was yet only a wild waste. Egypt was not yet Egypt, and civilization as we know it had scarcely made a beginning.- Lippincott's.

Shy on the Son.

"But I do not know the candidate," said an old Yorkshire farmer who was appealed to for his vote. "But you know his father?"

"Yes, I knew him, and he's a grand

"Then you will surely vote for his son, won't you?" But the old farmer was still doubt-

"I'm no so sure about that," he replied; "it's no every coo that has a cauff like hersel'."-Liverpool Mercury.

Queer, but Expressive.

A Danish girl who has recently come to this country to take a course in trained nursing was complaining to a friend the other merning of having overslept herself. "And no reason why such a thing should befall me, for I had-what do you call it in English? I know, a sicep watch-all set."-Wash-

A Quiet Spot In the Suburbs. "Gayboy has given up horses and drink and all his bad habits and has settled down in a quiet little place in the suburbs." "Where?"

"The cemetery."-Illustrated Bits.

Kind Hearted.

"And did you enjoy your African trip, major? How did you like the savages?"

"Oh, they were extremely kind hearted. They wanted to keep me there for

Col. W. W. Crittenden

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