

THE FALLS CITY TRIBUNE

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TELEPHONE 226.

The weatherman deserves our hearty congratulations. A better crop of fine fall days we could not turn out ourselves. The man who kicks 1910 weather should be osterized at once. Great is Nebraska, and Nebraska is at her best in the fall.

The Mexican Revolution has quietly petered out just as most things Mexican do except the iron administration of President Diaz. The half-breeds and greasers of Mexico are no equal to the advantages of a free government, much as they need it. This is only too true of all the Latin Americans. They are not able to appreciate American ideals.

Arnold Scheutz, one of the more intelligent of the west end's unusually large number of successful farmers was in Falls City Wednesday attending to the usual fall business. He called to pay his compliments to his old time friend, E. F. Sharts. He was not a little surprised at the changes that had taken place since he had last been in town. Especially at the news of Mr. Sharts having turned to the farm.

Thanksgiving Day is past and gone but the thankless and ungracious mortal is still with us. Why could he not go too. Pass with the day that was meant for his reforming. That such a great number of people have renounced what is really true and beautiful in life and have set themselves to a grievous task is clear from the remarkable lack of gratitude as seen in the talk and walk of a very large number of them.

The English Parliament has been dissolved by order of King George V and a general election is called for in December. A social revolution is on in Merry England that threatens to demolish much of the old that is still dear to the hearts of many of the English people. The day of better things has arrived for the oppressed in Great Britain and Ireland. May the fondest expectations of the Liberal Party now in power be realized in the coming election.

The Round House has been formally opened by the running in of a number of locomotives this week. A number of families of the workmen also arrived. More will follow as the need demands and circumstances permit. A number of new buildings are under way and others being contracted for. The new company just organized is soliciting funds to push the work of home building. All in all Falls City will present a busy spectacle between now and spring.

Mr. Scheutz understands the art of humoring the soil to get bumper crop. His wheat yielded him 30 bushels to the acre. His corn averaged 50 and some 75. He is a firm believer in intensive as opposed to extensive farming. It is men of Mr. Scheutz's type who are laying the foundations for a great advance in farm methods in Richardson County, which when generally adopted will easily treble the productiveness of the county. He mixes brains with his muscles and soil.

December is the month for casting up of accounts. The end of the year is rapidly approaching and everyone is eager to know on which side of the ledger his margins are located. Then everybody is desirous of getting his bills paid up and starting the new year with a clean record and a clear conscience. Its a good practice at least once a year to hold ourselves strictly to account and make a full settlement. We can begin the

New Year in better form and will find our sleep all the sweeter.

The class of those who believe that the world owes them a living and have set themselves the thankless task of seeing that they get it, is daily increasing. They have a standing quarrel with all that is. They feel themselves to be the victims of an outrageous fortune. Gratitude is utterly foreign to their nature. They owe no one anything. The balance is according to their way of calculating wholly in their favor. As a consequence they are unhappy and generally miserable. Life is a succession of disappointments to them. They help no one and no one can help them. They are direct to the sea of life. They come from nowhere and are going nowhere. Ungracious and thankless mortals.

For a number of years the Misses Florence and Nellie Cleaver have conducted a Sunday School for the South Side located at the southern extremity of Harland Street. The property was originally owned by the 1st Presbyterian Church, but recently their interest was acquired and now the plan is to enlarge the building and make it the Sunday School and church home of the South Side.

While Falls City is busily engaged in providing home comforts for the south side let us not overlook the need of a Sunday School and Church training for the growing young people and children. During the year 165 enrolled in the school. Nov. 20, when the writer was present 85 boys and girls with their teachers were jammed in the little 16 by 20 room. It was a sight to stir ones blood. The room is woefully inadequate. An extension should be begun at once and completed by the first of the year. Cleaver sisters have done an heroic service for Falls City and especially for the south side. Their efforts deserve to be recognized and their self sacrificing labor of love should be encouraged. There is not another place in Falls City where a few hundred dollars invested now will bring as great returns in time and eternity as in this little Sunday School. A fund is being started for the building of an addition. You can give the south side no better Xmas gift than by helping to give this growing school more room in which to meet and grow.

As a pastor coming from the active ministry to the newspaper work, I have been interested and amused to note the similarity between my experiences with the people as I have dealt with them in the two widely different lines of work. In my church work I had long ago learned to divide the church people into four classes. There were the workers, willing helpers, dependables, upon whom you could always rely, the positive force in the church making for results and there were the sitters, brethren and sisters who held down their jobs securely but made no pretence of working them. The third class were the kickers, objecting to every thing and improving nothing. And last of all were the backsliders, the grafters of the church body.

In going over the register of the Tribune subscribers as turned over to me by Mr. Sharts, last spring, I find that with regard to their promptness in paying up, the subscribers also divide readily in to four classes. There are first of course those who pay regularly and promptly in advance. Then there are a goodly number who just as regularly and promptly pay at the end of the year. The third class pay only when solicited or compelled and the fourth and last never.

Evidently human nature is about the same under whatever garb discovered. And the person who leaves one calling for an other in the hope of thereby escaping the unpleasant side of humanity is certain to meet with disappointments whether it takes all kinds of people to make the world or not, this much is certain that all the classes are pretty well represented every where.

If you want to reach the people who buy advertise in The Tribune. "The Climax" will be the attraction at the Gehling Monday night.

FARMING THE ROAD.

The present governor of Iowa proposes to add eight and one half million bushels of corn to the annual crop of the state. He hopes to accomplish this gigantic thing by simply recommending that the farmers, by law, be allowed to fence in and use ten feet on each side of every country road for sowing corn. Sixty-six feet is the Iowa road width, and the governor advises that this be reduced twenty feet, still leaving a wide enough country road. Eight hundred thousand acres of tillable land would thus be gained and at the usual corn average, this would mean four million dollars' worth of corn.

It takes a successful man to think of a thing like that. To most farmers, the ten feet on eachside of a country road would never suggest itself as a place to raise corn. They would look at the weeds and the ruts, and never dream of anything so different. The state of mind that makes a man amount to anything is just this seeing of possibilities along the road. The thing that can be changed, and changed for the better—to see that, and keep working for it, is the secret of a valuable life, no matter where it is lived, in Iowa or out.

Most of the roadways of life need improvement and cultivation. To level the ruts, to clear the weeds, to sow corn instead, is what many of us need to do along our daily ways, if we would add value to our lives. I require no extra opportunities, either; we can do it just where we are—so why not begin.—Forward.

GOOD ROADS.

The wise farmer will welcome the advent of the automobile whether he is able to own one or not. As an agitator for better highways the automobile has no equal. Owners of machines are enthusiastic advocates of "good roads." There are no exceptions. And what is still more to the point, they are all willing to contribute their share towards road improvement.

A road that is good for an auto is no less good for a carriage or a load. The farmer who demurres on the ground that he has no machine is foolish in the extreme. If everyone will catch up with the spirit of road building and help the good work along it will not require many years to construct a network of comparatively good roads over Richardson county.

What remarkable results are possible along this line may be learned by examining a section of road now being looked after with more or less care. Especially a section that is kept well graded and that gets an application of King's drag whenever necessary. We have a few such roads. And they are a standing testimony to the judgment and good sense of the farmers who have been caring for them. Let us have more.

HOBLE FOR THE PRESS.

It is announced from Washington that it is the purpose of Postmaster-General Hitchcock and the President to recommend to congress an increase in the postage rate on "magazines and other periodicals," the higher rate to apply to advertisements only, the reading matter to remain at the present rate. Mr. Hitchcock believes that such increase will eliminate future postal deficits, and the reforms will enable congress to estimate one cent letter postage.

We will briefly consider this remarkable proposal. In 1909 the total weight of paid second class matter was 723,000,000 pounds, the forthcoming annual report will show that for 1910 the total will be about 750,000,000 pounds.

Since from official figures, we learn that magazines constitute 20 per cent of this, there would be 150,000,000 pounds affected by the proposed change of rate. But this new rate would only apply directly to the advertising pages, say 40 per cent of the whole, or a total of 60,000,000 lbs. Moreover, this is probably too large an allowance for the present time, because since 1909 many magazine publishers have withdrawn part of their editions from the mails and are using the express service instead, this being cheaper on short hauls.

It is fair then to conclude that the new rate would apply to only about 40,000,000 pounds of second-class matter, if only magazines are meant.

Now suppose the new rate were fixed at five cents per pound—four cents more than at present—the increase of revenue therefrom would be in round figures \$1,600,000.

The deficit for 1910 is stated to be \$6,100,000, so the proposed reform would not by any means solve the problem of getting rid of the deficit. This is a better showing than is likely to be got out of the proposition, for rather than pay the higher rate, publishers would send still more of their magazines by express. It is doubtful if the entire annual profits of so-called "popular magazines" combined would be, under the proposed increased rate, as much as \$1,600,000.

But why charge advertising pages a higher rate than reading matter? They do not weigh any more, page for page, and it costs no more for their distribution thru the mails. Besides, the advertisements are producers of profitable letter mail, to a much larger extent than literary matter; no one doubts this; it is obvious therefore, that it would be more reasonable to increase the rate on the reading matter, rather than on the advertising pages.

But what about other publications; what is meant by the term "other periodicals"? Is it intended to include every description of public prints except the daily press? And what about the magazines published by the daily press, of which there are many whose number and weight constantly increase?

And is it intended to apply to all "magazines and other periodicals" no matter what the advertising rate is? There are some periodicals which charge \$5.00 an agate line; then there are some that charge 50 cents; are all to pay the same postal rate per pound for those parts of their publications consisting of advertisements?

One would suppose the square deal would require that publishers getting \$5.00 a line should be taxed a rate just ten times greater than one receiving only 50 cents a line.

If the proposed law is intended to apply strictly to what is classed as magazines, the increased revenue above the increased cost of clerk hire at Washington would be but trifling; if to apply to all publications except daily papers there would be such an inequality of tax, the injustice would be so manifest, that the scheme could have no standing in the minds of fair minded men.

The President and Postmaster-General are shown to execute the laws. Therefore let them put in force section 181 of the new Penal Code enacted by the present Congress as follows:

"Whoever shall establish any private express for the conveyance of letters or packets, or in any manner cause or provide for the same by regular trips or at stated periods over any post route which is or may be established by law, or from any city, town or place to any other city town or place, between which the mail is regularly carried, or whoever shall aid or assist therein shall be fined not more than five hundred dollars, or imprisonment not more than six months, or both.

Were this law enforced as it should be, there would be no postal deficit whatever; and it is to be greatly regretted that it seems easier and more agreeable for the Postoffice Department to harass publishers with such propositions as the one we are considering, than to enforce the law against the express companies.

The rural delivery system costs \$25,000,000 a year; rural carrier's daily load is absurdly small—a pitiful 25 pounds; it could be increased to 500 pounds without adding materially to the cost of the service.

What is there about express companies, that renders them immune from obedience to the law?

When you have a cold get a bottle of Chamberlain's Cough Remedy. It will soon fix you all right and will ward off any tendency toward pneumonia. This remedy contains no opium or other narcotic and may be given as confidently to a baby as to a adult. Sold by all druggists.

**NO ALUM
NO LIME PHOSPHATE**

"The use of alum and salts of alumina in food should be prohibited."
—Prof. Wood, Harvard Univ.

**Safeguard Your Food
by Using Always**

**Dr. PRICE'S
CREAM
BAKING POWDER**

Made from Grapes

Its purity, wholesomeness and superior leavening qualities are never questioned.

Fifty Years the Standard

Jaquet - Elgin

the watch with the double guarantee, first of the manufacturer, second of JAQUET, the Old Reliable Jeweler and Optician, the iron-clad guarantee that has never failed.

A. E. Jaquet

The Old Reliable Jeweler and Optician

A SHOW OF THE WEST.

The spectacle of the business men of Nebraska projecting and promoting an agricultural exposition for the benefit of the states of the West may be an odd one to the initiate, especially when it is fair to suppose that a large number of successful farmers may be drawn from the fertile fields of states east of the Missouri Valley to the more fertile fields west of it.

But back of it there is a great and underlying principle, the operation of which constitutes the best of all reasons.

No city can become a great city except by the development of the surrounding territory. Minneapolis and St. Paul were towns for years before they became cities, and it was not until the state of Minnesota began to come into the limelight as a wheat and agricultural section that the famous Twin Cities began to grow. Other examples of the same thing are plentiful, and it is the operation of the same principle which has led to the efforts of Nebraska to help develop the great West to the end that Nebraska may reap the benefit.

Nebraska people take a very matter of fact view of the situation. While Nebraska is today a thickly populated state as the middle western states go, the people want an opportunity for a still greater development thru the development of those states lying farther west, the products of which will pass thru Nebraska and the people of which will buy what Nebraska has to sell in the way of manufactured products at least.

It is a broad and liberal and fair-minded view and carries with it the direct evidence that Nebraska is made up of a class of citizenship which the people of the western states would do well to emulate. Idaho, of course, wins with Nebraska, and the least that can be done in the way of returning the compliment would be for the residents of Boise and Idaho generally to get together as strong an exhibit as possible and send it to the Western Land Products Exhibit in Omaha, January 18-28.

Sunday School Week

A CHANCE TO HELP YOUR SUNDAY SCHOOL NEXT WEEK.

Next week will be "Sunday School Week" at the Morsman Pharmacy and you can get first choice from the holiday goods on display and help your favorite Sunday School one tenth of what your purchase is.

This is the way it works. Cards like the copy below will be given to anyone who wishes them. You select the goods you want and pay for them as usual. Then fill out the card and at the end of the week ten per cent of your cash purchase AND THE CARD will be sent to the Sunday School you name on the card.

Morsman Drug Co.
Please pay to.....
Supt. of.....Sunday School ten per cent of my purchase of Holiday Goods during Sunday School Week, as per your advertisement.
.....
Amount of Sale.....
Ten Per Cent.....

We do this to encourage early buying. Early buying is advantageous to you also because you get the best selection. Prices are the same. Wouldn't it be well for you to buy during Sunday School week and know that a part of the money you paid out went to the Sunday School you selected.

Our stock is varied, well selected, and you will find our prices right.

Try it and see if it doesn't work well.

Remember—next week, from December 5th to December 10th inclusive, Morsman Drug Co.

Morsman Drug Co.

Falls City - - - Nebraska.