

## HARK! SANTA CLAUS KNOCKS

Once more we offer you our beautiful selections from the Holiday markets with which to fill old Santa's Pack that spills joy and gladness so generously. We have arranged our store for your shopping convenience. We have one table of miscellaneous prices. All the other sections are priced each by itself so that all articles in one section are one price. As usual our prices are lower than others and we have demonstrated in the past that this is Holiday Headquarters. Let your visit to our store be an early one.

### LEST WE FORGET

'Twas Christmas morn; and the coming day,  
Glinted across where the white snow lay.  
The icicles, touched by lights magic beams,  
Gave prismatic colors and sparkling gleams.  
The trees were all laden with glittering snow,  
That dazzled and flashed on limbs bent low.  
The winter birds twittered; the faint glow from the sun  
Announced that the day had only begun.  
In a house, rising brown from the white of the snow,  
Stood a boy and a girl in the firelight glow.  
The girl, dainty maiden, a little mite  
Whose pink toes peeped under nightgown white,  
Was crying bitterly, dear little lamb,  
And the reason was plain. On the chimney jamb  
Hung two EMPTY stockings. And the lad,  
Bravely hiding his wee said, "Don't cry so bad,  
"Cause we know Santa Claus just loves us a lot,  
"But he's got so many kids I guess he forgot."

**MORSMAN'S**

**LOWNEYS  
FINE  
CANDY**

### Miscellaneous Section

Hook and Ladder Trucks  
Magazine Air Rifles  
Men's Toilet Case  
Babies' Toilet Sets  
Cigar Cases  
Manicure Sets Nut Sets  
Military Brushes  
Sewing Boxes  
Simplex Typewriter  
Post Card Albums  
The Best Dictionary  
Music Rolls  
Kraftwood Toilet Sets  
Carving Set Desk Sets  
Scissors in Set  
Crumb Tray  
Color Boxes  
Beautiful Dolls  
Shaving Sets  
Shopping Bags  
Foot Balls  
Dishes, Hand painted  
Tool Chests  
Post Card Projectors  
Hobby Horses  
Knives in Holly Boxes  
Doll Cabs  
Rocket Automobile

### 50 Cent Section

Beautiful Pictures  
Books for Boys and Girls  
Dishes of Excellent Value  
Cash Register  
Automobiles  
Wagons, Cart and Horses  
Air Ships  
Boxed Stationary  
Speakers for School Use  
Purses  
Drums and Horns  
Dolls of all Kinds  
Hand Painted China  
Games and Balls  
Kling Air Guns  
Guns with Targets  
Tumble in Game  
Shaving Brush in Box  
Cups and Saucers  
Perfumes in Fancy Boxes  
Pipes in Holly Boxes  
Shoo Flys  
Pocket Books in Holly Boxes  
Doll Go-carts  
Building Blocks  
Mechanical Toys  
Gold Pens with Pearl Holder  
Sewing Boxes  
Post Card Albums

### 25 Cent Section

Algiers Boys Books  
Rugby Boys Series  
Pictures  
Dressed Dolls  
Carpet Sweepers  
Guns and Targets  
Climbing Monkeys  
Ladies Memorandums  
Cups and Saucers  
Vases and Cream Pitchers  
Decorated Dishes  
Horns  
Rubber Dolls  
Kid Body Dolls  
Eskimo Dolls  
Automobiles  
Air Ships  
Books and Blocks  
Toy Furniture  
Games of Various Kinds  
Checker Boards  
Dominoes Ten Pins  
Delivery Wagons  
Mechanical Toys  
Push Toys  
Work Boxes  
A B C Blocks  
Stuffed Animals  
King Pop Guns

### 10 Cent Section

Shaving Mugs  
Children's Flat Irons  
Blaque Dolls  
Whips and Reins  
Metal Dishes  
Pocket Mirrors  
Dominoes  
Checkerboards  
A B C Blocks  
Wash Boards  
Boomerang Guns  
Banks Vases  
Police Pop Guns  
Baby Rattles  
Stuffed Animals  
Doll Heads  
Pictures and Games  
Large Shears  
Toy Watches  
Balls and Tops  
Wooden Carts  
Tin Wagons  
Girls Purses  
Child's Table Sets  
Tin Toys and Horns  
Doll Dishes  
Decorated Plates  
Cream Pictures  
Cups and Saucers

### 5 Cent Section

Big Dolls  
Drawing Slates  
Banks  
A B C Blocks  
Rattles for Baby  
Lanterns  
Horns and Fifes  
Children's Mugs  
Fancy Tin Cups  
Vases  
Cream Pitchers  
Salt and Peppers  
Egg Shell Tumblers  
Celluloid Horns  
Whips and Reins  
Toy Dishes and Trays  
Doll's Knife and Forks  
Gallop Horns  
Cradles

There are  
**BARGAINS**  
in every  
Section

MANY OTHER THINGS TOO NUMEROUS TO MENTION

**MORSMAN DRUG CO.**

YULETIDE BRINGS IT'S DUTIES

## THE QUIET HOUR

### "Mud Mortar."

Not long since a large new building, in New York, collapsed. The disaster carried with it death and heavy property losses. The verdict of the investigators was, "Mud mortar." Because sand was cheaper than lime, the contractor, willing to risk innocent lives, used more sand and less lime than the specifications and public safety called for. Instead of a rock-like concrete, he used a mud-like substitute.

When New York's philanthropist of several generations ago, Peter Cooper, died, an eulogist, speaking of his rigid business integrity, said, "When he goes up before the great white throne, to give an account of the deeds done in the body, he will not have a single dirty dollar to account for."

Some other folks will. Their dollars are smeared with mud—mortar mud; and blood. The most radiant optimist who talks with many men in the various walks of life, cannot avoid the conviction, that the workaday world is honey-combed with rotten business methods. There are upright business men, of course, a host of them, but the average man, actively in touch, with the larger business movements of the times, if he tells you his honest conviction, tells you he is not very sure of anybody who is identified with the wider commercial world, when profits and probity are rival bidders for him.

And it is only too true that there are always multitudes of men to be found who are eagerly ready to make "mud mortar" for "dirty dollars" especially if there is a fair chance of immunity from prosecution if the building collapses.

It is not muckraking (the "dirty dollar" people would be only to glad to spread that impression), but sober, solemn fact to say that there is not a disreputable trick of trade; not glaring breach of trust; not ruthless sacrifice of innocent lives; not a corrupt political bargain; not a vile pandering

ing to lust; not a single sin in the whole calendar, that crowds of men not in professional criminal classes—cannot be found ready to jump at the chance of committing it, for money. Back of almost all sin which you track back to its lair in this land today you will find unscrupulous greed; greed that stands ready to sell God Himself—Judas did—for a jingling handful of silver. And if it will sell God, of course it will sell man.

But let us stop dealing in glittering generalities, and come down to cold illustrative of this mud-mortar-dirty-dollar trend of things—which has drifted unsought, into the writer's casual conversations within recent weeks.

A friend is erecting a large manufacturing building. Part of the work is concrete. The specifications fixed the ratio to be used in the mixture as 1-3-5—one part cement, three sand and five of broken stone. He made an unexpected visit to the place one day and found that the proportion of sand and stone was being troubled and succeeded in stopping it only after a vigorous protest. This was only one of a number of similar steals by which the contractor was endeavoring to swell his profits on the job.

Yesterday, in a conversation with another man who is building an attractive suburban home, he said: "Every time I go out and compare the work with the blue prints I find some new evasion of the specifications I am convinced that many contractors habitually aim to underbid competitors and make it up by inferior or omitted work, utterly regardless of the specifications."

Here is case number three. Last week on the car, a city inspector of livestock, on his way to inspect some newly arrived cattle, said: "Again and again men will come here with tubercular cattle and sick hogs, and will be ready to curse us, after we give them incontestable proof that their stock is diseased, for not 'passing' the stock and permitting them

to be butchered for general consumption." Money.

Recently, in talking with an ex-state inspector of foods, he cited the familiar fact that numbers of nominally respectable men are to be found, ready to use the most dangerous adulterants in medicines and foods, and that every trick of bribery and political pull is resorted to in order to prevent interference with their efforts to poison the public; and he gave numerous specific instances with name and date attached. Money.

A week or two ago a little fellow of six or eight, whose mother is dead and whose father has been brutalized by drink, went with his grandmother to one of our city cemeteries, to visit his mother's grave. As they turned to leave he burst into tears and exclaimed, "I wish I was lying there with my mamma." Drink had made the home a hell, robbed the little fellow of childhood's heritage of lightheartedness; broken his poor little heart. And this is only one in the endless list of indictments which may be brought against it. The whole saloon system is a curse to any community, and we all know it. And yet, because there is money in it, there are hundreds of thousands of men in the business, and other hundreds of thousands ready to defend and protect it. It is the same old story of "mud mortar" and "dirty dollars." It meets you at every turn. Make it financially worth while and you can get "respectable" people to enlist in any undertaking regardless of what it may entail upon others in the way of suffering and sorrow.

One of the things sorely needed today is a revival of ethical righteousness—social, commercial, civic. The religion that does not promote these brands of everyday morality is a farce—John the Baptist, Jesus Christ, Paul all said so; as well as a long line of prophets. A religion that will not keep a man from mud-mortar, is not Christ's religion, whatever name it bears.—Selected.

Advertisers will give you a Christmas treat if you tell them you saw their ad in the Tribune.

### FIGHT TUBERCULOSIS

#### Moving picture Theaters Enlisted in The Army of Crusaders

Moving picture theaters have been enlisted in the army of crusaders fighting tuberculosis by selling Red Cross Christmas Seals, and on Dec. 16th in all parts of the United States a film entitled "The Red Cross Seal" will be exhibited for the first time, according to an announcement of the National Association for the Study and Prevention of Tuberculosis.

The picture drama has been produced by the Edison Manufacturing Company in co-operation with the National Association for the Study and Prevention of Tuberculosis and the American Red Cross. It portrays an interesting story of New York life, and is beside filled with educational scenes that show how tuberculosis is contracted and how it may be prevented and cured. The film is 1,000 feet long. The tuberculosis workers in every state in the United States are urging their local theaters to exhibit the picture.

The plot of the story centers about the winning of the prize of \$100 for the best design for the Red Cross Seal for 1910, by Ellen Williams, a poor girl of the tenements who makes her living by decorating lamp-shades for very meagre wages. She has applied to the art school where she longs to take a course of study, but finds that the cost, \$100, is too much for her purse. As she turns to leave the school, a young man of wealth sees her in the office and is struck by the pathos of her beauty and disappointment. Tired of his purposeless life, Jordan resolves to see for himself "how the other half lives." In clothes of an ordinary day laborer, therefore, he rents a room in the same tenement with Ellen and soon becomes greatly attached to her. He sees her struggle to win the \$100 prize for the Red Cross Seal design, and finally sees her win it. Then he sees her give up all the ambitions of her life, when she turns over the \$100 to a neighbor, so that her consumptive boy might have a chance to

be cured at a sanatorium.

Struck by the noble sacrifice, Jordan unknown to Ellen, buys the tenement, renovates the neighboring apartment, enlists the co-operation of a district nurse, and helps thus to restore the consumptive to health and remove from his family the danger of further infection.

Thus, in the end, when Jordan reveals to Ellen his identity, she finds in his proposal that she share with him his palatial Fifth Avenue mansion she has gained a great love, a home, and the satisfaction of her ambition, all because of the Red Cross Seal.

The Women's Clubs have united in the noble work of disposing of as many "Red Cross Seals" in Falls City as possible this year. The pretty seal stickers are for sale at all the drug stores in the city. The money realized from their sale goes to the Red Cross Society and will be used to help finance the world-wide effort to stamp out the "white plague." No more landable line of philanthropy is now being agitated than this effort to break the strong clutch of tuberculosis on the human race. Use all the stamps you can. They only cost a cent a piece and make a very pretty seal to attach to letters and Xmas packages generally. A few dollars spent in this way will leave you none the poorer and help a good cause.

### NEBRASKA'S POPULATION.

Nebraska has 1,192,214 people—about half as many as live in the city of Chicago. But this is 125,914 more than the state had ten years ago.

Douglas county gained 28,158, Lancaster 8,958. That makes 37,116 added to the cities of Lincoln and Omaha. That leaves a gain of 87,798 in the rural districts—about 1.01 persons to the square mile of area. This is about what the birth rate should show in ten years above the death rate.

The following counties have lost in population: Burt, Butler, Cass, Clay, Cuming, Dixon, Dodge, Fillmore, Frontier, Furnas, Gasper, Johnson, Kearney, Nemaha, Otoe, Pawnee, Phelps, Polk, Richardson, Saline, Saunders and Washington. Some of the coun-

ties have lost more than 1,000 inhabitants. A county which loses 1,000 people is struck a hard blow and every business in the county is injured thereby.

This is the reason that the State Association of Commercial Clubs is waging an active campaign for intelligent immigration work and state advertising. To bring people out west of the Missouri river is the aim of the Western Land Products Exhibit to be held in Omaha January 18 to 28. It is estimated that 250,000 people go across Nebraska each year to homes beyond. A very large per cent of them stop in Omaha and the show is well planned to catch the people who simply "must move" in the spring. The Nebraska exhibit at this show should stop a large number of people in Nebraska. It has been the work of Omaha men and the exhibit in Omaha which has caused Scotts Bluff county to show an increase from 2,555 in 1900 to 3,355 in 1910. The Western Land Products exhibit is going to bring some settlers to Nebraska if the Nebraska exhibit is what it should be.

The census returns for Nebraska as far as they are known at this time indicate that Richardson County is among those that have lost in population during the ten years. This is only a more emphatic verification of the facts to which we have been repeatedly calling attention. Too many people are leaving Richardson County for the good of the county. This tendency is state wide, and the association of Commercial Clubs of Nebraska are carrying on an active campaign of state advertising to keep Nebraskans at home and to induce immigration. The county can ill afford to be indifferent to this movement. We need an organized effort in our own community working untiringly for home industries and the development of native utilities. We are surrounded by inexhaustible natural resources. What we need is to rightly appreciate our possessions and to utilize them to best advantage. Our people need to be awakened and made sensible of the untouched wealth hidden in Richardson County climate and soil.

MORSMAN'S