

# THE VALENTINE DEMOCRAT.

L. M. Rice, Editor and Proprietor

VALENTINE, NEBR., THURSDAY, MARCH 17, 1910.

Volume 25, No. 10

We are head-quarters for  
Carpets,  
Rugs  
and  
Linoleum



All sizes  
and  
all kinds  
of Rugs,  
both cheap  
and good.

Remember also that we handle D. M. Ferry's and Sioux City Seed Co's seeds.  
Fresh stock just received.

**"RED FRONT"  
HARDWARE...**

### C. & N. W. New Time Table.

**WEST BOUND:**  
No. 1, 7:32 p. m. New passenger train.  
No. 3, 1:35 a. m. Old " "  
No. 119, 11:55 p. m. Through freight train.  
No. 81, 10:20 a. m. Local freight train.  
**EAST BOUND:**  
No. 2, 10:50 p. m. New passenger train.  
No. 6, 5:05 a. m. Old " "  
No. 116, 6:20 a. m. Through freight train.  
No. 82, 3:50 p. m. Local freight train.

### A DOLLAR PAPER

There Is No Profit In It,  
Says Editor of Pomeroy (O.) Leader.

HIS ARGUMENT BEFORE BUCKEYE PUBLISHERS FOR INCREASE IN PRICE OF WEEKLIES.

BY S. F. SMITH, PUBLISHER OF THE LEADER, POMEROY, O.

(From an address before the Buckeye Press Association.)

Publishers of country weekly newspapers have long been subjected to the charge of lax business methods or no business methods at all. And, judging from the band to mouth condition in which most country publishing plants are found, the charge is too true to be successfully denied. The average country publisher is unlike any other business manager in that he appears to consider it beneath his dignity to calculate the cost of things. His sole aim seems to be to sell. Half the time he couldn't tell you after he has parted with his goods whether he has made or lost. How could he when he has no intelligently prepared scheme for marshaling all the elements of cost? He is the man who doesn't know. He guesses his goods off. He goes on guessing year after year and always has another guess coming. His multitudinous guesses make never ending trouble for himself, and until his grace, grit and greenbacks have almost wholly vanished they commonly make nerve racking trouble for his competitor. After a time, however, and that time is most often after both he and his neighbor have grown gray in an altogether senseless cheek by jowl experience, a steadier, saner hand seizes the helm, and for once the sail of the craft is set for a definite, intelligent end.

With the advent of free rural delivery some years ago publishers of country weeklies became panic stricken at the mere suggestion of the supposed injury that would result to their business from the competition of the city daily, and everywhere prices dropped from \$1.50 and \$2.00 to \$1.00 a year.

This reduction in price was a most unfortunate blunder. No good reason existed for it then, and certainly none exists now. On the contrary, the reasons are many why the price of every country weekly worthy of the confidence and the moral and financial support of its patrons should be restored to at least \$1.50 a year. The fear that a good home paper can be displaced by a city daily, however meritorious, is nonsensical in the extreme. The local paper is the only medium that touches fully and intimately the hearts and homes of its patrons. One appreciative, encouraging, sympathetic word upon its bugle horn is worth a thousand conventional blasts from a metropolitan daily. Of no other paper can it be so truly and affectionately said, "Your paper is like a letter from home." How utterly inconsistent was it, then, for the country publisher to feel alarm at the threatened invasion of the city daily and seriously impair his needed income by reducing the price of his paper!

Having made a mistake, has the country publisher the courage, the

good, hard, practical sense to correct it? Many have already done so. When are you and I and the multitude of other publishers of dollar weeklies going to move in the matter?

Is there a publisher of a dollar weekly anywhere who will say that a dollar a year is enough for his paper? If so, then the well justified reply must be that he either has a very poor paper or he knows little or nothing about its cost. There are papers and papers, but the weeklies considered here are the ones which have snap and individuality and meet the needs of the village in which they are published.

### HITCHCOCK FOR U. S. SENATOR.

By this means, I announce myself a candidate for United States senator to succeed E. J. Burkett, whose term expires next March.

I shall first submit my name to the democratic voters at the statewide primaries in August. If I then receive the democratic nomination I shall ask that my name be placed upon the ballot to be voted for in November, when state officers and members of the legislature are to be elected. In that case I shall invite the republican candidate for senator to join me in submitting the national issues of the day directly to the people by means of a series of old time public debates. While the people are unfortunately not permitted to elect United States senators by a direct vote, the election will afford them an opportunity to express their senatorial preference when they elect the legislature, and, under the Oregon plan recently adopted in Nebraska, the candidate endorsed at the polls by the voters will probably be chosen by the legislature.

My candidacy for the senate, whether successful or not, involves my retirement from the House of Representatives at the end of my present term next March. I have naturally hesitated to thus voluntarily abandon a congenial position in the lower house to which the people of the Second congressional district have three times elected me. Such success as I have enjoyed, however, has given me a natural desire to seek the higher honors and better opportunities which the upper house affords, even at the risk of giving up a probable re-election for an uncertainty.

One of the considerations which I have taken into account before making this announcement has been the possibility that Mr. Bryan might be induced to allow the use of his name as a candidate for senator. From a knowledge of his plans and from public announcements, I considered this highly improbable, but on account of the importance of the matter, I sought a personal interview with Mr. Bryan shortly before he left for South America, and learned from him definitely that he would not permit the use of his name as a candidate for the senate, nor accept a nomination. He said frankly that he was glad I proposed to become a candidate for the democratic nomination, but, with the same frankness, stated that he would not take any part as between me and other democratic candidates who had been equally loyal.

I was born in Nebraska fifty years ago and for the past twenty-five years have published the World-Herald. In submitting my name to the people, therefore, I feel that they know my record well enough to pass a just judgment on my candidacy.

GILBERT M. HITCHCOCK.

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SHOWERS OF SHIRTS AND ALL KINDS OF SPRING FURNISHING GOODS ARE NOW ON SHOW IN OUR WINDOWS--THE PROPER CAPERS IN COLLARS; TIES CORRECT IN SHAPE AND COLOR; AND HOSE SO TASTY THAT YOU WILL ROLL YOUR TROUSERS UP. IT WILL TAKE ALL OF THESE THINGS TO HELP YOU MAKE A "GOOD FRONT." AND A GOOD FRONT WILL HELP YOU. HOW DO THESE THINGS STRIKE YOU?

MONARCH SHIRTS	- - - -	\$1.25
CLUETT SHIRTS	- - - -	\$1.50
ARROW COLLARS	- TWO FOR	25 CENTS
FANCY SOX	- - - -	25C, 35C, \$1.25
FANCY VESTS	- - - -	\$1.50 TO \$3.50

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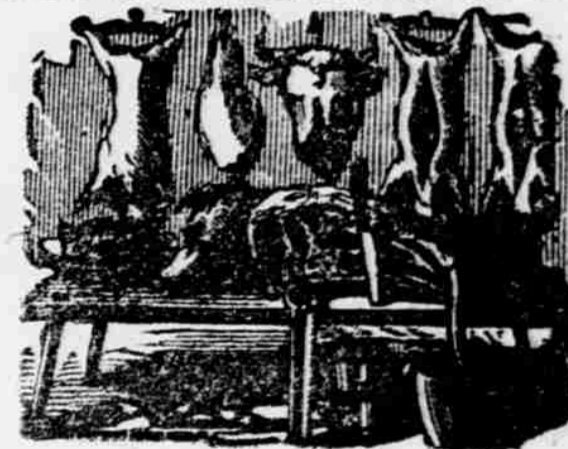
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