

VALENTINE DEMOCRAT

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REDUCE THE TARIFF.

I have spent the greater portion of my life fighting the iniquitous tariff robberies as practiced by the republican party under the plan of Alexander Hamilton, who inaugurated the system from which our government has never been able to break away.

My father, during his lifetime, used his energies in opposition to the system of exacting a tax from the consumer to support the government.

The consumer may be poor, enjoying only the privilege of working for some wealthy manufacturer for the wages his employer is willing to pay, and he may have a wife and several children to support, requiring all of his earnings to pay the prices for food and clothing and household articles upon which he pays the government revenue or tariff as each article he purchases.

He may be deceived into believing that if he votes for the republican high tariff representative that his wages will be increased.

He is not informed of increased cost to him for food and clothing, and possibly he has been told that his job depended upon the success of the republican ticket, which meant continued high tariff for the consumer to pay.

If the consumer be a man of wealth and a small family, he may pay less of our government tax than the poor man with a large family.

The wealthy people enjoy the benefits of protection in the ownership of property, and that property should be made to pay its percent of the tax.

Most of our laws, state and nation, are in the interest of those who own property, and the largest property owners enjoy the greatest protection, but the national expense is borne alike by those who have property and those who have none, according to their purchases for home use or consumption.

The poor laborer is, however, the most patriotic of all citizens and the first to volunteer as private soldiers in time of war, and they are drafted into service in times of necessity to fight the battles of our country, though there is no reason why they should feel a greater interest in this republic than those who have property to protect, yet we find the men who own property staying with it and are very willing that others should answer their country's call to arms.

The owners of property are first to suffer loss in insurrections, pestilence, or wars with foreign nations. They have something to lose and the poor have not. All would, of course, be more or less molested in their usual vocations, but in a general scramble the property owner would suffer the loss and the property should stand the tax.

Our revenue system is wrong in its unequal taxation and I hope to see this iniquitous Payne-Aldrich tariff law speedily repealed and lower schedules made.

I. M. RICE.

The Other End Of The Problem.

Professor Chancellor told the story of the young housewife who had employed a new Irish cook and soon after, upon going into the kitchen, she discovered the cook busily engaged in mopping water from the floor. The lady noticed at once that the faucet over the sink was wide open and that the sink was filled and overflowing with water. She asked the maid why she didn't turn the water off so that the floor wouldn't be completely flooded. The cook hastily replied that she was too busy mopping up the water to bother about doing anything with the faucet.—News report of the teachers' association.

In the current issue of the British National Review a writer argues seriously and with some effect that the altruistic work that marks our era above all others is largely wasted because it is directed at the wrong end of the problem. Large and increasing armies of people are spending their time looking after and protecting those who cannot look after themselves. These volunteers and officials, it is pointed out, do not increase the wealth of the nation, and in spite of their efforts both the protectors and the protected increase every day.

The remedy is plainly indicated in a number of diagrams of family history showing that defectives and criminals do a tremendous wrong to society by propagating their kind, while the people from the better stocks are kept so busy with altruism and the raising of money to support various institutions for the poor and weak that they are forced to limit the size of their own families.

It is evidently time for society to stop mopping up the floor long enough to walk over and turn off the faucet.—State Journal.

It's little late Brother Cotton but we want to congratulate you upon your success at election being elected county attorney of Brown county.

"We've met the enemy and they're ours," might be terse enough for some battles, but sufficient to explain the sieges of checkers played Saturday night and Sunday between C. E. Hockenbary of Tripp county, S. D., and I. M. Rice of Valentine for the championship of these two states.

Mr. Hockenbary formerly lived in Lincoln and had been holding a championship record for some years. He lived in Nebraska since 1880 until he drew a claim in Tripp county, and was in town with others to do some freighting for the Gooby store last week.

Suddenly Saturday night, like lightning from a clear sky, we were summoned to play checkers to defend our championship, and we hadn't been warmed up thoroughly since Joe Hornback run the Chicago House. Joe always kept a checker board. His place was headquarters for checker players and we finally had a three days' checker tournament there. We speak at length on this topic because it recalls the pleasant times spent by many who play or enjoy seeing the games.

Our score is as follows:

	Games	Drawn	Rice	Hockenbary.
Sat. night	21	1	5	15
Sun. p. m.	5	1	3	1
Sun. night	58	12	28	18
	84	14	36	34

H. I. Weinzimmer is the only licensed plumber who does sanitary work. 47 1

In Lumber we have the largest stock and the lowest prices. LUDWIG LUMBER CO.

Shooting Scrape Near Eli.

Sheriff Rosseter was called to Cody Wednesday evening to arrest a man for shooting. H. H. Miller had been shot in the back and John Dunbar was accused of the act.

After some consideration it was thought best to return to Valentine and procure a warrant and then returned on No. 5 to arrest Dunbar south of Eli.

Miller and Dunbar live on adjoining homesteads.

Miller has a bunch of sheep and Dunbar has complained of them coming onto his land.

Some time ago Miller made complaint of Dunbar shooting a sheep. It was found dead on Dunbar's land and not having sufficient evidence or for want of a greater cause the matter was dropped.

Wednesday afternoon the sheep were near Dunbar's land and he shot into the flock, says Miller.

Miller, with his man helping him, started around the sheep when Dunbar was seen in a pocket in the hills and Miller called to him to come out. Dunbar came out with a rifle and shot, hitting Miller in the back, making a small flesh wound.

Miller admits firing a return shot with an automatic. He came down from Cody with Sheriff Rosseter to swear out a warrant for Dunbar.

The Evolution of Booster Bill

IV.—How Bill Came to Advertise

Bill Blue refused to advertise. Said he, "These measly paper guys will never get my hard earned cash." AND THEN BILL'S BUSINESS WENT TO SMASH. So very "near" was old Bill Blue He pinched a dollar bill in two. He pinched his trade in two likewise. This opened poor old William's eyes.



He smiled a bit and said: "By gee! I think I've barked up the wrong tree. To cure a business on the blink Prescribe a dose of printer's ink."

Bill saw the "print." "A page," he said. The printer man almost fell dead. Now there is cash in William's till. "THE AD. FOR MINE!" says "Booster Bill."

The Evolution of Booster Bill

V.—Bill Praises the Editor

When Bill no longer was a chump And saw 'twas time to make things hum, To square accounts he started in, Dead sore he had a knocker been.



Now when the paper booms the town Bill goes and planks his dollars down, The editor slaps on the back And says, "That sheet's a cracker-jack."

"The editor will stand by us And make the whole town prosperous, If we will stand by him, SO FILL HIS PAGE WITH ADS," cries "Booster Bill."

Who Reads Ads?

Often you meet a man who examines the advertising pages of a standard magazine, comments on the astonishing quantity of advertised goods, sagely wags his head and remarks, "I don't see how they do it. I never read ads!"

The manufacturer, convinced against his better judgment, inaugurates a campaign and is really surprised at the number of people sufficiently interested in his ad to say so, regardless of his pessimistic viewpoint in discussing the question with his agency and advertising manager.

He doesn't read ads! He cannot find a single one among his friends and acquaintances that does read ads. Ask them and they indignantly deny the imputation.

But the fact remains that a few misguided mortals do read ads, are interested in them, believe in them and occasionally tear off the coupon. Otherwise we wouldn't have much of anything fit to read.

As a matter of fact all of us are greatly more influenced by advertising than we think. If you could examine every article on the person of the first passerby you should happen to meet, it is safe to assume that about 75 per cent of his effects would prove standard, trade-marked, advertised goods, from the movement of his watch to his hat. Asked how he came to choose an Elgin movement and he would probably reply that everyone knew the Elgin movement was good, "no cheap unknown junk for him!"

He insisted that a well known, substantial house should guarantee that movement and the sale is traceable to printed advertising, plus word-of-mouth publicity, plus satisfactory merchandise. All three elements play a distinct part in such a sale.

Printed advertising creates sales which in turn make for or against reputation and on the quality of the merchandise depends the success or failure of the printed advertising. Call this the cumulative effect, if you will, but it is advertising nevertheless.

Every man, interested in getting his money's worth, reads ads, either consciously or unconsciously, and is largely guided by them in his choice of merchandise, often without knowing it.

—The Commercial Union.

EXPOSITION FIGHT INTERESTS COUNTRY

San Francisco Outclasses New Orleans In Every Respect.

The great fight that is being waged between San Francisco and New Orleans for the honor of celebrating the completion of the Panama canal is attracting the attention of the entire country. The fight is no longer a contest between the two cities, but between California and Louisiana, the legislatures of which have each authorized a state tax to raise funds in aid of the proposed international exposition.

In financial standing California is so far ahead of Louisiana that its superior ability to finance the fair must be conceded, and if the question of selecting a site for the exposition were to be decided on a basis of the relative wealth of the contestants, congress would have no option, but would be forced to award the coveted honor to San Francisco.

To the unprejudiced observer it is difficult to see wherein New Orleans has any legitimate claim to recognition as the logical point for the exposition, aside from the mere fact that it is located nearer to the center of population. In beauty of surroundings, climatic advantages, ability to handle the hundreds of thousands of prospective visitors, general progressive spirit of its people and record of achievement, San Francisco stands head and shoulders above its rival.

According to the report of the national monetary commission on April 28, 1909, the population of California was 1,732,000, and that of Louisiana 1,642,000, while in the amount of savings deposits California ranked fourth among the states of the Union and Louisiana twenty-fourth, the exact figures being as follows:

California\$281,228,437 26
Louisiana21,356,283 90
California had 525,488 depositors, averaging \$535.00; Louisiana 163,314, averaging \$264.00.

The total resources as represented in bank deposits were: California, \$842,923,880.00; average per capita \$486.70. Louisiana, \$138,612,592.00; average per capita, \$96.61.

The following figures are taken from the report of the reports of the California comptroller of currency: San Francisco—Total savings deposits, \$15,792,188.95; total individual deposits, \$42,922,427.27; average, \$710.00.

NEW ORLEANS—Total savings deposits, \$16,856,783.49; total individual deposits, \$42,979,077.18; average \$200.00.

Increase in resources of National banks, year 1909-1910: San Francisco, \$103,620,828.96; New Orleans, \$2,370,226.74. In the face of such a showing New Orleans and Louisiana do not appear to be in the same class with San Francisco and California, financially. And California is as much superior to Louisiana in every other respect as she is financially, just as San Francisco is immeasurably superior to New Orleans in all that goes to make a great and beautiful city.

BURDEN TOO HEAVY FOR NEW ORLEANS

City Already Struggling Under an Indebtedness of \$40,918,912.13. New Orleans is far from being a unit in favor of the proposed state tax to raise a fund of \$6,500,000 in aid of the World's Panama exposition.

The New Orleans Taxpayers' Protective association has adopted a strong resolution, which is being widely distributed in the form of a circular letter, advising its members to oppose the levy, principally on the ground that the city is already taxed and bonded to the limit of endurance and that the taxpayers are not able to bear the additional burden.

The letter quotes the comptroller's report of Dec. 31, 1909, to prove that the present bonded debt of the city is \$22,521,040, on which the annual interest amounts to \$975,740. In addition to this the water and sewerage board is attempting to sell \$7,000,000 of bonds, bearing interest at 4 per cent and the unpaid ordinances and unfinished contracts for paving amount to \$343,163.32 and \$852,709.30 respectively, bringing the total indebtedness of the city up to the enormous sum of \$40,716,818.13.

To the above must be added more than \$5,000,000, which must be paid by the city on state bonds now due; the courthouse commission carries a debt of \$750,000, the dock board \$3,000,000, and the levee board \$2,000,000.

Continuing, the letter says: "Remember, also, that if the city of New Orleans succeeds in selling her \$7,000,000 of bonds, the water and sewerage board will compel every property holder, to the number of 66,000, to put in the sewerage and waterworks in their premises at a cost of not less than \$250 per residence, thus making the enormous sum of \$16,500,000."

Action of National Business League of America in Support of the California City as the Most Desirable Place to Celebrate the Completion of the Panama Canal Bound to Exert a Wide Influence.

The business men of Chicago are for San Francisco as the most desirable site for the exposition to celebrate the completion of the Panama canal in 1915. The National Business League of America, on Oct. 7, adopted a resolution endorsing San Francisco and this action by such an influential body of representative business men is bound to exert wide influence throughout the middle west and the east.

This endorsement, following closely on the failure of New Orleans to secure a Chicago endorsement is particularly pleasing to San Francisco. The resolution follows:

"Whereas, The Panama canal will, when completed, unite the waters of the Pacific and Atlantic oceans and create new opportunities for the advancement of American commerce; and

"Whereas, The citizens of San Francisco, in the state of California, United States of America, have publicly declared their intention of holding an international exposition in the year 1915, under the title 'The Panama-Pacific International Exposition,' to fittingly celebrate the completion of the Panama canal; and

"Whereas, The Pacific coast has an equable and healthful climate, and San Francisco has every modern facility for the comfort and entertainment of a large concourse of people, with ample opportunities for side trips to other coast cities; and

"Whereas, By any route, a pilgrimage to the Pacific coast would be through scenes of beauty and grandeur unrivaled in any other part of the world, the trip to the exposition should be made, at least one way, by a route through the Panama canal, in order that visitors and the world at large may become familiar with that wonderful achievement; therefore, be it

"Resolved By the Board of Directors of the National Business League of America, that San Francisco be, and hereby is, strongly recommended as the proper site for the proposed exposition; and the board further recommends that a line of commodious passenger steamers be established to ply to and fro, through the canal, between the Atlantic coast cities and cities of the Pacific coast, primarily for the purpose of enabling visitors to the exposition to inspect said canal."