

Columbus Knights Initiate.

(Monday's Daily)

The initiation of a class of sixty new members of the Knights of Columbus occurred last night in the K. C. hall. This was followed by a banquet in the old Armory ball. The banquet was prepared by the Ladies' Altar society and was served by ten young ladies of the parish.

The hall was decorated with large flags at the ends and smaller flags along the sides, while the tables were artistically arranged with a number of candelabra bearing red, white and blue candles, and jars of white and pink peonies.

The menu was as follows:

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| Tongue | Ham |
| Pickles | |
| Sandwiches | Saratoga chips |
| Lettuce | Tomatoes |
| | Salted wafers |
| Fancy ice cream | Assorted cake |
| Coffee | Cigars |

The toasts and responses were clever and witty, Mr. Kavanaugh being especially chivalrous in his references to the ladies.

Rev. T. Kalamaja, who was to have delivered the welcome address, was detained in Omaha and his place filled by Father Walsh of Norfolk. The program was as follows:

Toastmaster—P. E. McKillip of Humphrey.

Welcome—Rev. Fr. Walsh of Norfolk. What is the Mission of Our Order?—John J. Ludwith of Lincoln.

Knighthood—T. J. Fitzmorris of Lincoln.

Impressions—Thos. P. Lanigan of Greeley.

Informal talks were made by a number of the members. A very enjoyable feature of the evening was the music furnished by the K. of C. quartette of Omaha.

Poultry and Stockmen to Unite.

(Monday's Daily)

Members of the Platte County Poultry and Pet Stock association met at the office of the city water works Sunday afternoon to arrange for the annual poultry show next December.

Barely half a dozen members were present. Besides President J. E. Fulmer and Secretary W. H. Swartley, were P. J. McCaffrey, Martin Schiltz, Fred Wille and E. P. Rogers. The small attendance however, did not prevent the transaction of important business.

Rules governing the show were adopted and a committee appointed to investigate the printing of the catalogue.

Perhaps the most important feature of the meeting was the discussion of the advisability of asking the stock breeders to hold a sale during the poultry show and to advertise the sale in the poultry catalogue. Messrs. Swartley and Fulmer both spoke enthusiastically in favor of the combination, asserting that the stockmen, poultrymen and farmers must stand together for their mutual good. Fred Wille believed in the idea, but he was afraid the date of the sale was a little late. He promised, however, to put in a few Poland China hogs and F. H. Abbott promised to furnish a few Berkshire. Other breeders were asked to put in their hogs.

The annual poultry show has already come to be an important event in Platte county's history. The addition of live stock will attract still more people to Columbus and increase the value and importance of the meeting to the business men.

Co-operation is the watchword of the hour. Stockmen, poultrymen and farmers must co-operate in the buying and selling of their products if the industries they represent are to thrive and grow.

The next meeting of the members will be held at the office of the city water works June 20, when a fuller attendance is desired. Meanwhile, stockmen who have registered stock should notify the secretary, W. H. Swartley.

Too Bad.

(Monday's Daily)

The ball game yesterday between Columbus and David City was too bad, yet not so bad, considering the condition of the locals. Captain Harry Lohr was cruelly called away from his home at third base by order of the Union Pacific to pilot an extra stock train up the Spalding branch. Jimmie Jones was instructed by his physician to take nothing but light exercise, owing to an injured rib which he got in a practice game, and could not play his old game at short. Buck Taylor was unable to officiate in the left garden because the U. P. system had first call on his time. Kid Dolan had to go fishing and left the box to be filled by an old G. A. R. war-horse. Considering the loss of four of the best men, it was fortunate that the score was not worse.

The game started out with a professional air and continued so until the sixth inning when Columbus lost her lead and the visitors went to the front and staid there until the end.

The game was marked by many good plays, two doubles being credited to the locals and one to the visitors. The playing was free from rag-chewing and the crowd was agreed to a

boy that it was the best that has happened so far this season. The final score was 5 to 2 for David City.

Next Sunday the much talked of team from Creston will be here and the full line-up of the regulars will have on their uniforms ready for business. The attendance at the game yesterday was about 500.

A Big Sign.

Does anybody know the size of the biggest sign in New York? It's at the corner of Twenty-third street and Fourth avenue and is 115 feet long. It is the sign of the J. Walter Thompson Advertising Agency.

On inquiry, it turned out that the size of the sign was practically an accident. Moving from the old Times building to new offices at the corner of Twenty-third street and Fourth avenue, an order was given for a sign. "How big a sign do you want?" was the signmaker's query.

"Big enough," he was told, "to run the full length of the office front." "You'll have the biggest sign in New York," he replied, "a 115 foot long."

Even this measurement of the frontage on convey no adequate idea of the office space behind it, 13,000 square feet upon one floor and every foot of space a business necessity.

It has taken forty years of steady growth for the business of the J. Walter Thompson Company to reach its present prestige and prominence, when it counts over 800 active customers as its clients, and among them many whose names are known to every reader in the land—the representative advertisers of the country.

There may be some yet who doubt if advertising pays, but there can be no doubt that advertising pays if Thompson does it. The best proof of this is that every step of the growth of the J. Walter Thompson Agency has depended on the profit made for customers by the Thompson plan of publicity. So that the big advertising sign of the big advertising business points moral to advertisers: Advertising pays when Thompson does it.

Platte County Dairying

From 1200 to 1700 pounds a day. This is a daily record of the cream business of Max Miller who pastures cream in Bismark and Sherman and Columbus townships for the Columbus Cream Company. Last year Mr. Miller was able to collect less than 900 pounds daily from the same territory. And the story of the increasing of the cream industry in Mr. Miller's territory is simply illustrative of the rapid growth of the business of the Columbus country.

Mr. Miller informed a Journal reporter that one farmer after another are buying hand separators, selling the separated cream and using the milk to feed their hogs. In his judgment it pays better to feed milk to pigs than to calves. He says that several families in his territory receive checks each week for cream for more than \$25.

The high priced land of Platte county will pay interest on the investment only through the conversion of the fertility of the soil into animal tissue and butter fat and the farmers are finding it out.

The cow, the hen and the hog have raised many a mortgage in Platte county and the cream industry which Mr. Miller represents, has great possibilities for the future.

How About Yourself?

What kind of expression do you wear habitually? asks Orison Swett Marden in Success Magazine: Is it sour, morose, repellent? Is it a mean, stingy, contemptible, uncharitable, intolerant expression? Do you wear the expression a bulldog, a gasping greedy, hungry expression which indicates an avaricious nature? Do you go about among your employees with a thundercloud expression with a melancholy despondent hopeless look on your face or do you wear a sunshine expression which radiates good cheer and hope which indicates a feeling of good will and helpfulness? Do people smile and look happier when you approach them, or do they shrink from you and feel a chilly goose-flesh sensation come over them as they see you approach. It makes all the difference in the world to you and to those whom you influence what kind of an expression you wear.

Target Shoot.

(Monday's Daily)

Company K had another target practice yesterday and did some good shooting.

Captain Wagner made a score of 41 out of a possible 50 at 300 yards, and Private Johnson made the remarkable score of 21 out of a possible 25 at 500 yards. The three members of the company who have qualified for the state shoot are McFarland, Boone and Capt. Wagner.

Through Echo, Webster and Ogden Canons, bristling with marvelous scenes of western grandeur across great Salt Lakes, down the Humboldt valley and over wondrously beautiful Sierra Nevadas via Union Pacific every day on "The Overland Limited" electric lighted. The finest train across the American continent. Inquire of W. H. Benham.

SPECIAL JUNE

Clearing and Stock Reducing Sale

OF ALL

SUMMER GOODS

We will hold a Special Clearance Sale of all Summer Goods. Prices will be marked down on all Summer Goods throughout the entire store during this Special June Sale. Come early as it will pay you to attend.

Sale begins Thursday Morning, June 15th AND CONTINUES 10 DAYS.

All Wash Dress Goods, Hosiery, Wrappers, Corsets, Muslin Underwear, Ladies' Dress Skirts, Ladies' Umbrellas and Parasols, Men's Furnishing Goods and Clothing will be closed out during this sale at reduced prices.

ALL LACES AND EMBROIDERIES AT 20% DISCOUNT

June Clearing Sale!

Summer Wash Dress Goods

In all the latest Novelties consisting of Dimities, Persian Lawn, Revere stripes, Voile, Fauna Batiste, Mercerized Lace Novelties, also all Gingham, Madras Cloths, Chambrays and Percals in all the late patterns and colors.

- All Challies and Lawns, former price 10-12cts now - - - 8½c
- All Dimities and Batiste, former price 15cts now - - - 11½c
- All French Gingham, former price 12½cts now - - - 9½c
- All India Lawns, former price 20cts now - - - 16½c
- All Voile Dress Goods, former price 35cts now - - - 25c
- All Lace Novelty Goods, former price 35cts now - - - 27½c
- All Mercerized Novelty Goods, former price 50cts now - - - 37½c

A large line of Summer Dress goods to select from.

June Clearing Sale!

Ladies' Muslin Underwear.

THREE SPECIALS IN CORSET COVERS:

- | | |
|---|-----|
| Lot No 1 corset cover, former price 25c | 19c |
| Lot No 2 " " former price 35c now | 29c |
| Lot No 3 " " former price 50c now | 39c |

THREE SPECIALS IN GOWNS:

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| Muslin gowns embroidered, former price 75c now | 49c |
| Muslin gowns lace or embroidery trimmings, former pr. \$1 now | 69c |
| Cambrie gowns lace or emb'dy trimmings, former pr. \$1.25 now | 99c |

THREE SPECIALS IN SKIRTS:

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|---|--------|
| Muslin or Cambrie Skirt deep flounce, former price \$1.25 now | 99c |
| Muslin or Cambrie Skirt trimmed in lace or embroidery former price \$1.50 now | \$1.19 |
| Muslin or Cambrie Skirt extra fine embroidery trimmings former price \$2 now | \$1.49 |

A few broken sizes in ladies' shirt waists, Shirt waist suits and ladies' tailor made suits to close out regardless of cost.

New Stock of Ladies' Umbrellas and Parasols going at 20% Discount.

Special Discount on Muslin, Sheeting, Pillow Case Muslin, Gingham, Percale, Cretons, Shirts, Towelings, Bed Spreads, Table Linens, Table Covers and Lace Curtains.

20% Discount on all Men's and Boys' Clothing During This Sale.

It is our ambition to be known to you as a Dry Goods House that deals in Reliable Goods only. Investigate. If you wish to see the Best Styles and Reliable Makes, come and see us. If you want values and Bargains for your money, attend this sale.

Agents for the Standard Patterns.

All Patterns 10 and 15 Cents.

J. H. GALLEY,

Established 1872.

505 11th St., Columbus, Nebraska.