The ABC and XYZ of

A SERIES OF TEN TALKS ON ADVERTISING No. 2

Advertising and news are first cousins.

The railroad and the stage coach are grandchild and grandfather.

Four out of five advertisers still use stage coach methods. The agency that distributes news has the quickest, cheapest and most effective machinery for distributing advertising. That agency is the newspaper.

The man who passes your shop window is going somewhere. He is on some other errand. If you want to catch him when he is not in a hurry put your shop window in the newspaper; a few articles at a time. You can make a hundred and fifty thousand people look at this kind of window every day and with much better selling results than if that hundred thousand walked by your shop one by one.

I know a retail store in one of our large cities, a branch of an English house, which until the autumn of 1906 was managed by an Englishman; austere, conservative, dignified; a man who would have been shocked to see his shop advertised in an American newspaper. He had an exclusive trade and his net profits amounted to about \$20,000 a year. This Englishman died. His assistant, an aggressive young American, took charge. He advertised; advertised continuously in the best local newspaper. Last year this exclusive shop made a net profit of over \$80,000. Why? Simply because there are five hundred thousand well-to-do people in that city who never knew that this shop existed until they saw those advertisements in the newspaper; and the shop has an excellent street location, too.

This is a concrete case, the facts of which I personally know. The Englishman depended upon the quality of his goods and his beautifully crested stationery and his attractive shop window and his perpendicular-backed dress-parade clerks; all of which were above criticism. The young American put the whole show into the newspaper; admission free.

Show me ten shops which advertise regularly in a daily newspaper and I will show you nine that are making money. The failure of the tenth is probably due to bad management of some sort.

Some people value goods by the price they pay; others by the shop in which they buy; others by the effect the goods have upon their neighbors. It is only the common workaday sensible people who value goods by the goods. If you want all four classes as customers it is your business as an advertiser to make the cap fit.

(Copyright, 1908, by Tribune Company, Chicago.)

Route Mo. 3. Gus Behlen, who has been on the sick

list, is improving.

Henry Bargaman, who was injured last week by falling from a ladder, is able to be up and around.

been spending the week with relatives. C Shaw, Friedolin Zople. Mr. and Mrs. Carsten Peterson of west of Platte Center, were guests at the

from Albion Sunday, where they had

home of Mr. and Mrs. John Brunken, sr.,

Mr. and Mrs. Wm. Behlen accompaniby Mr. and Mrs. Fred Behlen, sr., and Mr. and Mrs. Fred Mindrup. who have been here during Mr. Mindrup's vacation, left Monday for Benton, Harbor, Mich. From there Mr. Mindrup goes to Rochester, N. Y., to resume his studies at the theological seminary. Mrs. Wm. Behlen's's parents are residents of Benton Harbor, and Mr. Behlen contemplates purchasing a fruit farm there and making it his home, moving in the

Walker

A. P. Fredrickson and family visited John Swanson's Sunday,

A. P. Jahnson and wife visited Ed Nelson in Woodville township. Considerable rain fell in this

last week and fall plowing is now in full gradually and stir until boiling; pour The rain of last week stopped thresh-

ing and there is still considerable grain standing in the shock.

What is the matter with the road supervisor? Sunflowers twelve feet high greased and edcorated with cherries are standing on the roadside in some

G. W. Swanson is finishing up the carwork on the Neis Jensen's house the plasters and

Advertised Letters.

Following is a list of unclaimed mail matter remaining in the post office at Columbus, Nebraska, for the period ending August 19, 1908:

Letters-A M Anderson, Winnie Ayres Miss Maud Brown, Mrs Ella Hugher, Mr. and Mrs. Frank Bonk returned Mrs E Kinsman, Nettie McKay. Scott Muse, Charles Muth, Capt W S Paul, A

Cards-Clarence Adams, Arthur Bastian, Miss Martha Fricke, Mrs PJ Gruber 2, Herbert A Kipp, Ben Lindauer, Mrs Laura Richardson, J Smith, Miss Bethene Wake.

Parties calling for any of the above will please say advertised.

CARL KRAMER, P. M.

Real Estate Transfers.

Becher, Hockenberger & Chambers, real estate agents, report the following real estate transfers filed for record in the office of the county clerk during the week ending Ang. 15, 1908:

W I Speice to Mary Flynn, part lot 7, blk 87, Columbus, w d\$ 190 M D Truelove to Kate Savage, part blk 31, Stevens add, Columbus, wd...... 125 Nellie Ryan to Frubaka Murray, lots 4 and 5, blk 31, Stevens add, Col, w d... 3200 00

Cherry Pudding.

Put into a saucepan two tablespoor fuls of butter with two tablespoonfuls of flour; blend well together over a over a quarter pound of bread crumbs; add grated rind of one lemon, four tablespoonfuls of sugar, one teaspoonful of vanilla extract, quarter pound of cherries cut in halves and three wellbeaten eggs. Pour into a mold well paper and steam two hours.

Changing the Bed Linen. Arrange to change the bed linen on the day you sweep your bedrooms. The soiled sheets may thus be drawn over the newly made beds to keep the dust from the spread and pillows. It will take but a few moments to remove these sheets and shake out of doors before consigning them to the clothes

GRAND ISLAND AUGUST 29, 1908,

occount exhibition Buffalo Bill's Wild West Show in that city on above date, the Union Pacific will run special trains for the accommodation of passengers for Grand Island.

Leave Columbus at 8 a. m., and arrive in Grand Island at 10:45 a. m. Beturn-

ing, Special Train will leave Grand Island at 11:30 p. m. For further information inquire of

E. G. BROWN, Agent

UNION PAGIFIG.

Columbus, Neb.

POTATOES IN NEW WAYS.

Methods of Serving Them That May Be Novel to Some.

Chicken in Potato Cases.-Two cups of cold chicken that has been cut into cubes and seasoned with pepper, salt and celery sait. Stir two teaspoonfuls of flour, one-fourth of a teaspoon of salt, and a little pepper into two tablespoonfuls of bubbling hot butter; then add slowly one-half cup each of milk and chicken broth; cook until smooth and thick; add the seasoned chicken and place it on the back of the stove until ready for use. Line buttered gem pans with mashed potatoes that have been well seasoned with cream, butter, salt and pepper; brush over with the Beaten yolk of egg and brown in a hot oven. Then remove to a hot platter, fill with the prepared chicken, and serve at once.

Potato Pancakes.-One cup flour, scant one-half cup grated raw potatoes, heaping teaspoon baking powder, a scant teaspoon nutmeg and cinnamon mixed, tablespoonful sugar, one-half teaspoonful of sait. Mix all dry ingredients together first. Grate potatoes last of all in a little cold water to prevent turning dark. When enough is grated, press out all water and add two well beaten eggs and milk enough to make the batter about of the consistency of griddle cakes; cook them thin and a little more done than flour griddles.

Potato and Lemon Peel Cakes .-Potatoes six ounces, lemon peel four ounces. Boil potatoes until soft then mash them. Grate lemon peel and beat in the sugar, then all together: melt the butter in a little cream, mix all well, and let stand until cold. Put rich pastry in little patty pans, and fill with the mixture a little more than half full. Bake about half an hour. Sift fine sugar over them when they go into the oven. This makes about a dozen small cakes.

Limerick Cake.—Six cold, meaty potatoes, mash fine to get out all the lumps. One teaspoon salt, one cup cream, flour enough to make into cakes. Make small and not too thick. Have your griddle hot and buttered. brown on both sides and butter while hot. They are nice for breakfast.

IF SUGAR BOILS TOO LONG.

Add a Few Tablespoonfuls of Cold Water and Boil Again.

Boiling sugar and water for ices, or icing is a somewhat ticklish operation, as every cook knows. If cooked too much it will be sugary, and if not enough, it will run.

The latter fault can be remedied by returning to the stove for a few min-

When the boiling has gone beyond the desired degree the consistency can be reduced by adding a few tablespoonfuls of cold water and boiling

If the sugar has been burnt the taste will remain, even though sugaring has

been prevented. Never stir sugar and water while boiling if you do not want it to granulate. Watch it carefully and take it off at the critical moment, which in most cases must be decided by exper-

ROUND TRIP

COLORADO

WITH STOP OVERS FOR THE

CHEYENNE, WYO., Aug. 20, 21 and 22.

You will regret it if you miss the **Bucking and Pitching Contest, Indian** War Dances and Races, Wild Horse at the bottom. Cover with buttered Races and many other contests and ceremonies to be seen at this festival.

REACHED VIA

Inquire of E. G. BROWN, Agt.

SPECIAL TRAINS IN A MERRY CHASE

PELEG AND THE GOBBLER HAV ENDURANCE CONTEST.

Task of Catching and Killing Eyesore of the Barnyard Proved Exciting-And the End is

"Squashville is all het up about the excitement last Sat'day, when they was more family quarrels started than the minister can patch up in a year.

"It was started by Mary Ann, who ain't quarrelsome, takin' it day in and day out. And Mary Ann says she's glad it happened.

"She says to me, Sat'day morning, Peleg, that old gobbler that we been keepin' around the barn for years, jest because he is thin as a rail, is got to be killed. He's got to be killed, if I have to do it, and you ain't the kind of man that'll have it said your wife does the chores. You ketch him, Peleg, and I'll cook him, if he's poor'n the turkey Job had, as the minister says."

"'Mary Ann,' I says, 'that turkey ain't fit to kill. But if you say kill

him, kill him it is." "When I got outside, there he was, sunnin' himself south of the barn. He never was shy before, 'specially when they was anything to eat, but when he seen me comin', he dropped his wings and flew for the henhouse.

"'Danged if the old boy ain't wiser'n an owl,' I say, 'runnin' away that way.' I dropped my ax, and took after him. He run in the coop, and I thought I'd git him easy, but when I got in he sailed over my head, scratchin' out more hair'n the barber cuts off for a quarter, and out he went and down the

"My blood was up by that time. Mary Ann seen it, and she come out of the kitchen.

"'Peleg,' she says, 'don't do thing des'prate.' "'Keep your tongue out of this,' I says, bein' riled up so I wouldn't take

advice from my grandfather. But I didn't have time to stop. That gobbler went down the road, me after him. At the corner we met 'Squire Ez Jenkins, goin' home with his groceries. The turkey run between his legs, trippin' him up, and I run bang into him. "'Dod rot your hide,' he says, gittin

"I was real mad by that time.

"'You old jestice faker,' I says, 'git out of my way.' "With that I left him, the turkey bein' some ahead.

"Jay Home was drivin' in from the Corners with a travelin' man, and danged if that turkey didn't scare them colts so they run half a mile Last I seen of Jay he was pullin' on the lines and vellin' somethin. I heard afterward that the travelin' man refused to pay for the rig, and Jay has served notice of a suit in Ez Jenkins' court for damages. I ain't seen Jay. but from what I heard he was riled up

"I never would of caught that turkey if Mis' Home and Mis' Busby hadn't come out of Hen Busby's store together. He run between them, and they got him. Mis' Home always was good at ketchin' poultry, 'specially if they belonged to someone else.

"When I got home, carryin' the gobbler, Mary Ann was in hysterics. She soon cooled down, though, when I had the danged thing layin' on the ground with his head off.

"But I says to her, 'Mary Ann, if they is any other fowls around this place that ought to be killed, trot 'em out. I feel like killin' anything that looks at me. Don't let me cool off,' I says. 'Bring on your fowl.'

"'Peleg,' she says, 'git in the house and shut your gab. You been makin' show enough of the family."

"And I shut. "But if I have to stand suit for that rig, danged if Mary Ann won't hear from me further."

Inquisitiveness.

The small boy who would investigate the inner workings of the family clock or the mechanical secrets of a music machine should be encouraged. Nature is working out his best impulse. His curiosity is healthful Later in life he will aspire to different things, though he may always harbor a secret belief that he can assemble a modern lock or set up a gasoline motor better than the man who made it. The impulse of curiosity is the making of many a man. The progres sive spirits of the age are those who want to know how things are put to gether. So when Johnny tackles the clock do not be harsh with him, and like the mother mentioned in recent dispatches, cane him. That mother's boy ran away, and now she would like to know where he is. That caning may have diverted to a wrong channel a curiosity that, properly developed would have been the making of the

He Would Return. "Fifty dollars is the price," said the magistrate, "and I hope, sir, never to see you here again."

"Never to see me here again? Why. you're not resigning, are you?" And with a nonchalant laugh Toorng-Karr threw a crisp \$50 bill to the clerk, entered his waiting 90-horse power racer and set out to break an other speed law.

A Professional Paradox. "That family of acrobats whose spe cialty is to stand on one another's

stand?" "Yes, notwithstanding the fact that their whole career is a series of fam ily reverses."

Pineapple Jam. Peel and grate as many pineapples as are desired, remembering that the sugar loaf pine is best for the purpose. Weigh and allow an equal weight of sugar. Let the sugar and pineapple heat gradually for 20 minutes, then simmer steadily after the strup reaches the boiling point for nearly as hour or until it becomes a clear amber jelly that thickens as it cools. If extremely juley some of the liquor may be strained from the fruit and canned separately, to be used in the punch bowl,

HORSE SALE.

I will sell, at Public Auction, at the Union Pacific Stock Yards, in

COLUMBUS, NEBRASKA

WEDNESDAY, AUGUST 26

75 HORSES and MARES 75

All weighing from 1100 to 1400 pounds, from 4 to 8 years old and broke ready to go right to work. These horses are all big South Dakota horses with plenty of bone and quality. Come and see them sell.

TERMS: Six Months' Time at 8 per cent

THOS.BRANIGAN

W. I. BLAIN, Auctioneer.

DRINKS THAT COOL

PLEASANT BEVERAGES FOR HOT SUMMER DAYS.

Lime or Lemon Squash is Most Refreshing - Iced Checolate Palatable for Those Who Have a Sweet Tooth.

Lime or lemon squash is one of most refreshing of the easily made summer drinks. It is prepared squeezing the juice of two limes into a glass, filling it three-quarters full of cracked ice and adding bottled soda. Sometimes sugar is used, and the only difference between lemonade and lemon squash is in the sods, which is

substituted for plain water. Iced chocolate is cooling and leaves a pleasant taste in one's mouth. It is made the same as hot chocolate and well boiled, then set away to cool and served in tall glasses with cracked ice, cream and powdered sugar. It is generally considered a pleasanter and more wholesome drink than either iced tea with lemon or iced coffee

with cream. To make sangaree, a favorite drink of the tropics, take one wineglass and a half of sherry, two wineglasses of water, a grating of nutmeg, some lime peel and about a dessert spoonful of sugar. Mix the sugar and the water together first, then grate the nutmeg over the top, add a strip of lime peel and stir. After which pour in the sherry and serve at once with cracked

For pineapple wine cut into thin slices a ripe pineapple, rind and all. Place this in a jar, cover with a quart of water and add some pounded ginger. Cover the jar and let stand for 24 hours. At the end of that time strain and add a pound of sugar, then bottle and serve the following day or

To make orange wine, take a quart of orange juice, a pint of fresh lime juice, a pint of brown sugar and a pint of rum. After these ingredients have been stirred together place them in a jar and let stand for three days, after which time add a half pint of fresh milk. Clear the wine with a clean egg shell. Strain and bottle.

CARE IN BOILING POTATOES. Attention Required If You Would

Have Them Dry and Mealy.

To boil a potato well requires more attention than is usually given. They should be well washed and left standing in cold water an hour or two, to remove the black liquor with which they are impregnated, and a brackish taste they would otherwise have. They should not be pared before boiling:

they lose much of the starch by so doing and are made insipid. Put them into a kettle of clear, cold water with a little salt; cover closely and boil rapidly, using no more water than will just cover them, as they produce a considerable quantity of fluid themselves while boiling, and too much water will make them heavy. 'As soon as just done, instantly pour off the water, set them back on the range and leave the cover off the saucepan till the steam has evaporated. They will

Making Ice Tea.

then, if a good kind, be dry and mealy.

If ice tea is to be made from the tea left over from the noonday meal or any previous meal it should be strained from the leaves and put in a pitcher in the ice chest. Many leave the tea and leaves together, thnking it will be stronger. True it will, but the tannin is very injurious and such ice tea is really very harmful. The best tea is made with enough good tea to extract the flavor with boiling water in a few minutes. Ten is best served in very thin glasses with shaved or lump ice. Slice the lemon, slit a slice and place

it over the rim of the glass. Place the glass on a glass tumbler coaster or in a small saucer with a silver spoon. Bachelor's Pudding.

Chon two tablespoonfuls of suet, put it into a basin with two heaping table spoonfuls of sugar, two ounces of seeded raisins, two tablespoonfuls of flour,

two tablespoonfuls of bread crumbs. one teaspoonful of baking powder, half a teaspoonful of ground ginger and a little grated nutmeg. Mix well together with one well-beaten egg. Butter a mold thoroughly and throw into it two tablesponfuls of brown sugar; shake well, so that the mold is entirely covered; pour in the mixture, cover with buttered paper and steam for 11/4

Savory Tongue Creams.

Six ounces of cooked tongue, three ounces of cooked chicken, half a tablespoonful of powdered gelatine, half a cupful of white sauce, three small tomatoes, one tablespoonful of chutney, a few drops of red coloring salt and paprika to taste, some jelly, some aspic jelly, pastry and lettuce. Coat some wet molds with liquid tomato jelly, then let it set. Mix the gelatine with one gill of the tomato jelly, dissolve and strain. Chop finely the tongue and chicken, add tomato pound them till smooth, add white sauce, chutney, salt and paprika, rut through a sieve, add the gelatine and coloring. Divide this mixture into the molds. Turn out when firm and garnish with parsley, lettuce and chopped aspic jelly.

Wash Silk Waist.

Make a strong suds of white soap. borax and lukewarm water. Put waist in suds, let soak for 15 minutes, then lift waist up and down and rub soiled places with hands; do not use a board. Rinse in several cold waters and in the last a little borax and a piece of starch, size of a walnut, to about a gal- ning. lon of water; then hang up to dry When ready to iron, dampen thoroughnot later than two days after the bot. ly, let lie for a few minutes, then iron on wrong side with warm iron. I have treated a white china silk waist like this dozens of times and it always came out as white as new, with a

Curried Pork.

Cut two and a half pounds of fresh pork into square pieces, fry them in a stew pan with a piece of butter. Chop four onions and fry them then mix them with the pork. Add one

tablespoonful of curry powder, season

with salt and pepper, pour in one pint of water or stock, set over the fire until boiling, stirring constantly, Draw to one side and simmer slowly for about three-quarters of an hour. When done take out the pieces of pork, boil the gravy and about half the

quantity and pour it over the meat.

Serve with rice. Stringency Pudding.

It is not an especial mark of economy to save the stale bread for pudding. and then put in an extra amount of eggs, butter, and sugar to make it good. The success lies in making the pudding cheap. Pour boiling water on a half pint of broken bread. When soft mix in any kind of fruit-stewed or fresh-and add a bit of butter and one egg. Spice and sugar to taste and bake 20 minutes. Make a sauce of the beaten white of the egg, flavored and

Improved Shortcake.

A great improvement on strawberry shortcake is made by adding three sliced bananas to two boxes of the herries when preparing them for the cake. This brings out all the delicate flavor of the berry and imparts a most delicious flavor to the whole

Bleach Grase Stains. A good way to remove grass stains is to spread butter on them and lav the article in the hot sunshine.

Cold water, a tablespoonful of ammonia, and soap will take out machine grease where other means would not answer on account of the color run-

Boll one quart of sirup, three cups granulated sugar, butter half size of egg, two tablespoons of vinegar until to hard when dropped in water, add half teaspoon sods the last thing; apread nut meats in tins. Pour candy slight stiffness which looks like new. In thin sheets over the nuts.



SPECIAL SUMMER EXCURSION RATES

\$15.75

TO COLORADO AND RETURN. Every day to September 30, 1908.

TO OGDEN, SALT LAKE CITY AND RE-TURN. Every day to September 30, 1968. \$32.50 TO YELLOWSTONE PARK AND RETURN.

tember 12, 1908. \$60.00

TO PORTLAND, TACOMA, SEATTLE, SAN FRANCISCO, LOS ANGELES OR SAN DIEGO AND RETURN, Daily to Sept 15, '08. CIRCUIT TOUR VIA LOS ANGELES, SAN-

Including rail and stage. Every day until Sep-

\$78.25

\$75.00

September 15, 1908. TO YELLOWSTONE PARK AND RETURN. Including rail, stage and hotels in park for reg-

ular tour. Every day to September 12, 1908.

FRANCISCO AND PORTLAND. Daily to

PACIFIC

Also low round-trip homeseekers' rates in effect every first and third

Tuesdays af each month during 1988.

Enquire of E. G. BROWN, Agent.