

RENEWALS—The date opposite your name on your paper, or wrapper shows to what time your subscription is paid.

DISCONTINUANCE—Responsible subscribers will continue to receive this journal until the publishers are notified by letter to discontinue.

CHANGE IN ADDRESS—When ordering a change in the address, subscribers should be sure to give their old as well as their new address.

Senator Tillman's "rugged honesty" is rarely mentioned now.

The noisiest man in the legislature is Senator Ransom of Douglas.

Up to the present time no member of the legislature has brought forward a revenue bill to replace the one now in force.

Reports from Lincoln indicate that Mr. Bryan is not running the legislature. Senator Ransom appears to be the "boss."

The Oklahoma guarantee law does not appear to be as popular with the Democratic members of the legislature as it was prior to the election last fall.

The brief letter of ex-United States Marshal Matthews, attacking President Roosevelt, recently given to the public, sounds like a voice from the tomb.

The county optionists now claim that they will not receive any help from Governor Shallenberger in payment for the assistance they rendered him last fall.

Speculators have secured title to six blocks of land adjoining the state university and want to sell it to the state in order that the students may have more room to play football.

Poor old John Kern! Defeated for vice president, and repudiated by his own party as a candidate for United States senator, he seems to realize that his political race has been run—and lost.

There appears to be a row among the Democratic leaders at Lincoln over the proposed measure to guarantee bank deposits.

The judiciary is a co-ordinate branch of the state government, and the supreme court is generally regarded as the most dignified of the three branches.

Governor Shallenberger, in his message, advised economy. Possibly Representative Young of Lancaster, failed to read the economy paragraph in the message; anyway he has introduced a bill which provides for a state fire commission to investigate fires.

In the closing days of Roosevelt's administration, the special interest members of congress are doing all within their power to discredit the president. As for a pretext for this display of venom, both houses of congress assume to have been insulted at certain parts of the president's message relating to the secret service, and what Senators Hale, Aldrich and Tillman, and Representatives Tawney, Perkins, Smith and others declare are broad insinuations relating to them personally and other members generally.

Six years ago the legislature passed a bill increasing the salary of county attorneys. Four years ago the clerks of the district court had their inning and the legislature passed a bill increasing their fees.

The News hopes that during the coming year fewer rough sticks may be thrust into the mass of working bees to disturb and destroy them. It trusts that professional law-makers, militant reformers, propaganda-pushers and agitators generally may have mercy upon the man who feeds them and all who must have employment or become a criminal, or starve to death.

A good many papers are now attacking Mr. Roosevelt because he is about to retire from his distinguished office, and Mr. Roosevelt is possibly becoming a little out of humor, but all the same, considering that no great questions confronted his administration (great in the sense that war is great), many believe he has been the greatest president of the greatest country in the world.

The South Carolina legislature passed a resolution endorsing Tillman's attack on the president. South Carolina is always doing something sensational in order to take a whack at a president.

The Nebraska legislature shows an inclination to facilitate business almost as fast as the present congress.

Bills have been introduced in the Nebraska house and senate providing for increases in the salaries of county attorneys.

The Star has no fault to find with this proposition, provided it can be shown that county attorneys are not now paid in accordance with their public tasks.

But there is to be said in emphatic words: If a county attorney receives from the people a salary commensurate with his work, he should devote all of his time to the people's business and not engage in private law practice.

In some counties the prosecutors devote too much of their time to private affairs. Their work as county attorneys gives them opportunities for getting in touch with possible clients, especially in divorce proceedings, and in some instances this advantage is used by them to such an extent that fully half their time, as well as the time of employes in their offices who are paid by the county, is given to private legal business.

This is unfair in more ways than one. It is unfair to the people who pay the salary and it is unfair to attorneys who have no public jobs and who are thus deprived of clients.—Lincoln Star.

Helps Some. "There's one good thing about a college yell," observed the man on his way to the football game, "and that is that while they're giving it they can't sing a college song."

The Bumping Place. Many a man has gone to the wall because he was unable to see the partition between enterprise and chicanery.

Might Organize a Society. We have in this country the material for a strong organization to be composed exclusively of the grandfathers of future dates.

BOY OR GIRL FIRST?

WHICH IS PREFERABLE TO START A FAMILY.

Many Reasons Why Boy Would Seem Most Desirable, and Equally Good Arguments in Favor of the Girl.

It is better that the first child in a family should be a boy. Then if the father dies the post of head of the family falls to him naturally. He becomes its protector. Whether or not the father dies, the oldest child, if a boy, can stand between the younger children and the world, in their play-contact with it.

That is one of the drawbacks about being an elder sister. She is too handy to have around the house. She becomes the maid of all work. We know of several charming women, now well along in spinsterhood, whose destiny unfulfilled may be charged to the fact that they were elder sisters.

It is well, then, for a girl to have an older brother. It is not always fortunate for her to have two or three younger sisters. Humanity's natural sense of justice has long discerned this. Jacob, if you remember, had to take Leah to wife before he was allowed to espouse her younger sister, Rebecca.

Sometimes—pretty often, indeed—the event shows that the younger sister has not kept far enough in the background. The captious and roving fancy of the elder sister's "steady" is attracted by the vision of fresher charms in the same family circle, and woman's invincible foe, youth, strikes her down through the arm of a daughter of the same mother.

"Shall the elder sister rule?" then, is at all times a live and poignant issue. The rebellion of the younger one against a rule represented as tyrannical is often a sympathetic episode, and sometimes the oldest daughter has a general popularity as slight as a stepmother's. The suitor, at any rate, will not have regard for the claims of primogeniture, unless they are re-enforced by dowry discrimination—and he is a tame lover who will let the rule "first come, first served" determine his choice of a wife.

Hubert Henry Davies, the playwright, who has spent much time in London, tells of an amusing interview between the owner of a publication in the British capital, whereof George Bernard Shaw had been the dramatic critic, and Max Beerbohm, on the occasion of the latter's assumption of the duties laid down by G. B. S.

"Being comparatively inexperienced, you, Mr. Beerbohm, cannot, of course, expect so much."

"Oh, yes, I shall!" hastily interposed Max. "Indeed, I shall expect more! Shaw knows the drama so thoroughly that it is an easy matter for him to write of it, whereas I, knowing nothing whatever about it, shall find it dreadfully hard work!"—Harper's Weekly.

The proprietor of baths at Acqui, Italy, uses his supply of hot water to force the growth of garden produce. He has an inexhaustible supply of hot water from a natural spring, the temperature being 167 degrees Fahrenheit.

By means of pipes the surplus water not required for the baths is carried to a garden on the outskirts of the town. The warm liquid flows beneath a number of forcing frames containing melons, tomatoes, asparagus, etc. A supply of these delicacies is ready for the market at a very early period.

Another Chicago Novelty. "Yes, they have a new sort of function in Chicago that is quite the rage."

"What is it called?" "It's called a moving-in party. When the hostess learns that the empty house next door is to be occupied she calls her guests by telephone and they come and draw cuts for the front windows, and then sit there and size up the new neighbor's stuff as the movers carry it in."

Capable of Intense Heat. The electric furnace is capable of attaining a heat of 7,300 degrees. This is a fearful temperature and will melt almost everything solid known to man. In comparison with this heat, a red-hot iron bar would be called cold.

Norwegian Industries. Notwithstanding the great reputation of Norway for fishing, only about 4 1/2 per cent. of the population of that country live by the fisheries. Nearly one-half are supported by agriculture and the forest.

STILL RETAINED HIS BELIEF.

Magistrate Clearly Had No High Opinion of Supreme Court.

Col. Blank, a police magistrate of Toronto, has a local reputation for dispensing justice in his equity mill with no special regard for the intricacies of the law. The colonel is highly respected in the community. Every man gets equal and exact justice in this court. Sometimes the lawyers appeal from his decisions, claiming they are not based on the law as it stands on the books. The defense in a case of some moment appealed once, and kept on appealing until the court of last resort was reached.

The colonel came into his office one morning and was met by a legal friend.

"Good morning, colonel," said the friend, "I must congratulate your lordship this morning."

ACTED UPON BY SUGGESTION. That Thought May Produce Blister on Hand, Is Medical Fact.

It is not generally known that thought may produce a blister on the hand or an ulcer on the foot, as well as many other actual physical changes in one's organism which are little short of miraculous. I have received the stigma of the crucifixion on his hands and feet as historically described. I have no doubt, because its possibility has been put to the proof within the past few years, and by a friend of mine whom I will name Prof. Kraft Ebing of Vienna told a young woman he would place a small fly plaster upon her which would produce a blister in a few hours.

Real Secret of Success. "Some say 'push' is the secret of success," says the Philosopher of Folly, "and some say it's 'pull.' But you've got to get beneath the surface. The secret is 'dig.'"

Perfecting the Intellect. The intellect is perfected not by knowledge but by activity.—Aristotle.

French Proverb. An ounce of favor goes farther than an ounce of justice.

NOTICE TO NON-RESIDENT.

To Merritt Fuller, non-resident: You are hereby notified that on the 15th day of December, 1908, Jennie Fuller filed a petition against you in the District Court of Platte county, Nebraska, the object and prayer of which is to obtain a divorce from you on the grounds of your being of sufficient ability to provide suitable maintenance for her have grossly, wantonly and cruelly refused and neglected to do so, and that you have become an habitual drunkard.

NOTICE OF INCORPORATION.

Know all Men by these Presents: That we, Homer B. Robinson, Albert J. Rasmussen and Homer B. Tiffany, do hereby associate ourselves for the purpose of forming and becoming a corporation in the State of Nebraska for the transaction of the business hereinafter described.

The name of the corporation shall be Columbus Mercantile Company. The principal place of transacting its business shall be in the city of Columbus, county of Platte and state of Nebraska.

UNION PACIFIC TIME TABLE

Table with columns for WEST BOUND, EAST BOUND, and BRANCHES, listing train numbers and times for various routes.

The ABC and XYZ of ADVERTISING

A SERIES OF TEN TALKS ON ADVERTISING No. 1

written by Seymour Eaton of Philadelphia

A story is told of a prisoner who called the judge a fool. The judge fined him \$10. He paid the fine but asked: "Do you fine people for thinking, your Honor?" The judge answered in the negative. "Well," he said, "I think you're a fool still."

If I should print my personal opinion of some big advertisers like as not I'd get fined; but it is perfectly safe to think.

If a traveler came to you and talked of the stuff which his house prints as advertising you would put him down at once as an idiot.

The talk is unnatural; sounding brass and a tinkling cymbal; unreal, insincere, dead. The reader feels that it isn't the advertiser who is talking; that there really isn't anybody talking; that the words are just printing.

Good advertising is good talk; the frank, honest kind that convinces.

An advertisement of one hundred words should make the reader think five thousand words; and herein is the whole secret of good copy. It isn't what you say that counts but the chain of thought which your advertising creates.

The more you fuss over your advertising copy the poorer the result. It isn't a job to stutter about or to apologize for or to burn midnight oil over. If you want to make an advertising hit all you need to do is to talk to the reader of the newspaper as you talk across the counter to a customer.

Two Irishmen chased a wild-cat up a tree. Pat went up to shake him off while Mike remained below to catch him when he fell. Both were successful, but Mike and the wild-cat were soon in a rough and tumble scrap below. Pat called out "Shall Oi come down an' help you howld him, Mike?" "Naw! Begorra, come down, Pat, an' help me let him go."

Advertising is a wild-cat up a tree. Once you have shaken him off, the problem of "letting go" is quite as difficult as the problem of "howldng on." But what you need in either case is nerve; and a reasonable assurance regarding the future.

It rarely pays to splurge. Make your appropriation deliberately and carefully. Prepare good copy. Advertise continuously; every day or at least every week. Your store is the seed or the plant. The advertising is the rain and the sunshine. You can't rush the growth. It may take weeks or months to produce flowers or fruit.



Thoughts. It is very important to cultivate businesslike habits. An eminent friend of mine assured me not long ago that when he thought of men, even of good ability and high character, who had been unsuccessful in life, by far the most frequent cause of failure was that they were dilatory, unpunctual, unable to work cordially with others, obstinate in small things, and, in fact, what we call unbusinesslike.—Lord Avebury.

Dolls Become Idols. A lady missionary recently left Croydon for Quia Iboe, on the west coast of Africa, taking with her a large assortment of dolls to give to native girls.

On arrival, however, the missionary already there decided that the intended gifts should not be distributed, "because," it is explained, "the instinct of worship would in all probability exalt the dolls to the position of idols." So they are all being sent back to England.



Globe-Wernicke

Isn't it about time to discard that old clumsy solid bookcase, that never accommodated your books or your space, and start a Globe-Wernicke "Elastic" Bookcase that grows with your library and always fits it, that is made up of units and can be arranged in a variety of artistic designs. Easily moved, one unit at a time, without disturbing the books. Fitted with the only perfect dust-proof roller-bearing non-binding door that positively cannot get out of order. Call and see it or write for our illustrated catalogue.

HENRY GASS FURNITURE & UNDERTAKING Both phone 25-2192-23 West 11th St.