

**The Fall Term**  
of the  
**COLUMBUS**  
**COMMERCIAL COLLEGE**  
will open on  
**Monday, Sept. 4,**  
at which time new classes will be organized in all the Business and Stenographic branches. Write for catalogue and special terms.  
**L. A. CARNAHAN, President**  
Columbus, Nebraska

**Sherman Township.**  
A nice rain fell on Sunday which is good for fall grain and makes plowing easy.

The rain spoiled the trip for many who attended the mission feast at Loeske creek church.

Frank Wurdeman and family autored to Columbus Sunday but had to stay until Monday on account of the rain.

Alfred Laeschen and family of Colfax county spent Sunday at Ed Loeske.

Dan Weiser purchased him a new automobile last week.

Herman Cattau has answered the call "back to the farm" after a year's work at Johannes & Krumland store, and will start following the trail end of the plow, as he intended to sow some winter wheat, and is rumored he will be a benedict in a few weeks.

Esther Rosche has been on the sick list the past week.

Henry Saffen was seen with a load of chickens on Thursday bound for Columbus.

Herman Humbel and George Michelson and family autored to Columbus on Thursday.

**Monroe.**  
James Burras of Genoa spent Sunday at the home of his sister, Mrs. Fred Read.

N. C. Hollingshead and wife are enjoying a visit from Miss Hollingshead sister and niece, Mrs. Harriet Hoagland and daughter Erna of Lincoln.

W. Webster was in town one day last week.

Mr. and Mrs. William Huffer are receiving a visit from their friend, Mrs. J. Adams of Plattsmouth.

Rev. Angel returned from Lincoln

and preached in the Presbyterian church here.

Quite chilly in this vicinity this week.

N. C. Hollingshead went to Columbus Thursday to meet his sister-in-law Mrs. Harriet Hoagland of Lincoln.

Mr and Mrs Fred Read are enjoying a visit from Mrs. Read's sister Miss Burras. She returned home Monday.

Miss Hazel Richards of Genoa, who will teach the Intermediate room here next term, was visiting in Monroe Friday.

Miss Nettie Carter went to Columbus Saturday.

Dr. W. W. Frank was in Monroe on business Saturday.

Misses Florence Berlin, Alice and Maud Goodwin of Genoa were visiting at the home of Susie Ziegler Monday.

Mrs. James Gleason of Cedar Rapids arrived Friday and visited at the Gleason home, returning the first of the week.

S. C. Terry and John Gibbon autored to Columbus Monday to engage a man to put in a silo for them.

Charles Taylor and wife are enjoying a visit from relatives from the east.

Maude Jacobson was shopping in Columbus Saturday.

Mrs. Will Coffey and children drove to Genoa Monday.

Mrs. Higsbee and children were visiting in Monroe last week.

Harlan Morrow and Carl Ewert were Columbus visitors between trains Monday.

Allen Irwin of Genoa arrived the first of the week for a visit with Arthur Hollingshead.

Mrs. C. W. Hollingshead and son Delbert went to Columbus Tuesday. Delbert remained for a few days visiting with his friend Joe Louens.

Mrs. W. M. Sigea is visiting her daughter in the northwestern part of the state.

J. W. Campbell and wife are enjoying a visit from Mrs. Campbell's parents this week.

James Gillaspie and Ed. Farmer were Platt Center visitors Monday.

H. J. Hill went to Omaha Monday to meet his daughter Hazel, who has been visiting in the east.

A. C. Loucks and wife, accompanied by Stella Rhodes attended the chautauqua in Fullerton Sunday.

The Presbyterian Sunday school will give their annual picnic at Potter's grove Thursday.

The Monroe people enjoyed a very pleasant evening at the Methodist church Monday, when Miss Anna Elmsner, teacher of elocution in a Chicago training school, gave several series of readings. She shows great ability in handling both humorous and serious selections. Every one was much pleased with the evening entertainment.

Mrs. Jacobson left Thursday for a week's visit with friends in Paxton.

Robert Clayburn is visiting relatives in Monroe this week.

Mrs. Pearl Rockhold and son Dallas of Ord, are visiting at the Gillispie home this week.

The W. C. T. U. gave a parlor social at the home of A. C. Loucks Friday evening. A splendid program was rendered and a delightful evening passed. Light refreshments were served.

Will Coffey was a Columbus business visitor Saturday.

Helen Schram was shopping in Genoa Saturday.

Dan Wilson received a herd of over three hundred sheep Wednesday.

Leillu Johnson was found dead from a stroke of apoplexy Tuesday. The funeral services were held at the Methodist church Wednesday. The interment was made in the Friends cemetery.

Frank Potter visited his brother Ed Potter at Silver Creek Friday.

Ellis Perdue and Ben Fellers were in Columbus on business Monday.

Miss L. Levi is visiting her sister, Mrs. Frank Botter this week.

Fred Harris of St. Edward was visiting relatives in Monroe last week.

Mrs. E. A. Gerrard and sister were visiting in St. Edward last week.

**GUARDING THE KING.**

**Old English Methods When the Monarch Was Taken Sick.**

The law raises peculiar safeguards round the person of the English sovereign in case of sickness. They are mere survivals in the present settled order of government, but at one time the opportunity which the king's incapacity afforded aspirants to the throne or treason makers to shorten his days at a minimum of risk of detection made the precautions reasonable.

"If the king be taken sick," says Coke in his "Institutes," "there ought to be a warrant issue from the privy council, addressed to certain physicians and surgeons, authorizing them to administer to the royal patient potions, syrups, laxatives, medicines, etc. Still, none of these should be given except by consent and advice of the council, and they ought to set down in writing everything done and administered, and they should compound all drugs themselves and not intrust their preparation to any apothecary."

Coke wrote thus of precedent in the year 1610, and today the law is practically as he found it, although at the present time in practice the privy council simply hears reports of the progress of the king's malady and leaves actual treatment entirely to the physicians in direct charge of the case.—Exchange.

**GIANT TREES OF JAMAICA.**

**They Shed Masses of Beautiful Silk Cotton Every Year.**

The silk cotton trees of Jamaica are one of the most striking natural features of this beautiful island, and visitors express much curiosity concerning them. The fiber of the cotton is too short for textile uses, but its quality is delicate and fine.

The trees are most interesting in structure. They reach a height of 200 or 300 feet. It is the largest tree on the island, and the branches often overhang more than an acre of ground. Some of them are centuries old, dating back to the landing of the Spaniards. They have withstood the tropical winds of the region through the adaptation of their structure. The leaves are very few, and there are heavy masses of roots.

This giant tree flowers once a year. It bears a number of pods much the size and shape of a cucumber. These pods dry and burst, and out floats the beautiful cream colored silk cotton, covering the ground and sailing in the air for some distance. The seeds, of course, are borne on the silky filaments. This cotton is used at present only for pillows. Its use as gun cotton has been spoken of.

The trees are often felled by the native Jamaicans and hewn into canoes, which last for generations.—Christian Science Monitor.

**Some Task.**

The office manager turned to the new boy.  
"Here, George," he said, "go into the next room and look up 'collaborate.' I am not quite sure about the spelling."  
The boy disappeared and didn't return. The manager put the letter aside and took up some other duties. Presently he remembered the boy and went out to look for him. He found the lad studying the big dictionary with great intentness.

"What are you doing, George?" he asked.  
The boy looked around.  
"I forgot the word you told me, sir," he replied, "an 'I'm lookin' through the book to find it."  
The manager gasped.  
"How far have you got?"  
"I'm just finishing the second page, sir."  
"That'll do, George."—Cleveland Plain Dealer.

**Fixing the Lesson.**

Parson Saunders was a little perturbed one Sunday morning over some worldly matter and made a mistake in the reading of the Scriptural lessons. He read the second lesson where he should have read the first. As he neared the end of his reading the parson saw that he was in error. He saw that his congregation knew he was in error. How, then, to conclude? To conclude in the orthodox way—"here endeth the second lesson"—would hardly do, as it was not the second lesson, but the first. Nor, could it, on the other hand, be called the second? Parson Saunders, after a moment's thought, wisely and frankly concluded:

"Here endeth the wrong lesson."—New York Press.

**Very Considerate.**

"I suppose, Jennie, you wouldn't want to go to the concert Wednesday in your old hat?"  
"You dear thing! I couldn't possibly think of showing myself in it."  
"That's what I thought, so!"  
"What?"  
"Bought only one ticket to the concert."—Meggenorfer Blatter.

**The Aspet.**

"The school board, the police board and the jail board are all in the limelight at once for trouble."  
"Yes, it certainly does seem as if our city public affairs were going by the board."—New York Journal.

**The Harvest.**

The law of the harvest is to reap more than you sow. Sow an act and you reap a habit; sow a habit and you reap a character; sow a character and you reap a destiny.—George D. Boardman.

True friends have no solitary joy or sorrow.—Channing.

FOR SALE—Six room house in fine condition 1521 Sixteenth Street. On account of moving away property will be sold very cheap. Mrs. C. J. Crozier.

Water melons, from 10 to 35 cents. Both home grown and imported, at Echols & Kumpfs.



**Persistent Advertising Brings Business Success.**

If the money that is spent every year by "occasional" advertisers were added up it would be found to amount to a large sum. By "occasional" advertising I mean the use of space at irregular periods in your newspaper. Local publicity is often done in this way under the excuse of helping the paper, but the real reason, if the advertiser could be got to admit it, is that he is half hearted about the matter. He partly looks upon advertising as a luxury anyhow, and so curtails his expenditure on it to the lowest limit.

Although the retailer may regard advertising as a luxury, it yet seems to be a dream on his part that one day he will make some real success and a handsome fortune through advertising. Indeed, down deep in all retailers' hearts is a feeling that money can positively be made through advertising. They know that huge fortunes have been made and are being piled up by retail merchants with the aid of this limitless force, and they have secret hopes that one day they may also strike the royal road to success. If they but knew it that road lies straight and plain before every retailer in the country if he would only open his eyes to see it.

John Wanamaker, the great New York and Philadelphia retail merchant, on one occasion said: "Advertising doesn't jerk; it pulls." It begins very gently at first, but the pull is steady. It is likened to a team pulling a heavy load. A thousand spasmodic, jerky pulls will not budge the load, while one-half the force in a steady effort will start and keep it moving.

Here is the solution in a nut shell—steady effort. The merchant who uses newspaper space "occasionally" is simply wasting his efforts. It is the steady pounding—and pounding again—that makes a success in advertising as is in everything else. All advertising is good in proportionate degree to how it is done, and even occasional advertising has some value, but to be successful to the point of permanently increasing your bank account, it must be done persistently and systematically.

What would you say about a clerk in your store who waited on your customers for a day or two and then sat down to rest for a few more days, leaving the customers to attend to themselves? You know how long your business would last under such conditions. It is the same with newspaper advertising. Publicity in your newspaper is simply salesmanship on paper, and the same rules apply to salesmanship in your store. Continual effort and eternal polishing up of ideas and methods are necessary to make success either as a personal salesman in your store or as a salesman in your newspaper.

You advertise to sell your goods and keep your name in front of the people. It is only reasonable to suppose that you will be better able to do this with persistent effort than with spasmodic attempts. If you were to tell a man or woman daily about the quality of your wares and prices you would produce more effect than if you were to talk to him at uncertain intervals.

The question of changing the salesmanship or "copy" in your advertising pace is an important one. It acts this way. Suppose you had a pile of some special goods for sale. Suppose you had determined to sell some of these goods to some particular customer. After you had asked that customer to buy those goods would you, the next time you approached her, use exactly the same language and arguments? You know you would not. You would hunt up new ideas to attract her attention, new ways of convincing her and new methods to get her to buy. You must apply the same principles to your advertising. You must be continually hunting up ideas, new arguments and new ways of attracting and holding attention. Salesmanship in newspaper space is just the same as salesmanship behind your counter.

The trouble the ordinary storekeeper is up-against is securing this salesmanship on paper I have outlined. He can purchase advertising space readily enough and so long as he buys enough space for long enough period to make successful display he has done all that the successful merchant can do in that respect. But when it comes to filling the space the question assumes a different shape.

Advertisement construction is a profession like medicine or law. When you are sick you go to a physician. When your business wants toning up, why should you not go to a business doctor?—an advertising expert? There are on the market a number of what are called Syndicate Advertising Services. These can be obtained for as low as one dollar per week. They give you precisely the same service as

given to department stores and national advertisers by first-class individual advertising managers. These services are usually supplied with a series of fifty-two advertisements, one for each week in the year, together with fifty-two copperplate cuts of high grade illustrations drawn by high salaried artists. The advertisements are constructed by writers of national reputation and with great experience, men who have made success for thousands of other retailers in the same position as yourself. The low price charged for these advertisements is only made possible because of thousands of the same advertisement that are sold to different merchants throughout the country. One only merchant in each town is allowed to use the service for his own trade.

Particulars of the best of these syndicated advertising services may be had from the editor of this journal, and I earnestly advise you, as an up-to-date merchant, to get them at once. "The early bird catches the worm" is a true saying and it is now here better exemplified than in this case: the retailer who uses a service of this kind here now will start himself on a near cut to independence and fortune.

**Eagle Cafe—new management—clean, fresh, up-to-date. Drop in and give us a trial.**

Foley Kidney Pills will check the progress of your kidney and bladder trouble and heal by removing the cause. Try them. For sale by all druggists.

Round Oak Steel Range for sale cheap. Chas. L. Dickey, State Bank Building.



**PROTECTION**  
is something that all of us have to seek sooner or later in our lives. Money gives protection when all other things fail; therefore everyone should open

**A SAVINGS ACCOUNT**  
and prepare for the uncertainty of the future. Our bank solicits your account, no matter how small the deposit may be. Start your account with us today and make it grow.

**REMEMBER**  
you have the protection of the Guarantee Fund of the State of Nebraska.  
**THE HOME SAVINGS BANK**  
G. W. PHILLIPS, Cashier

**Our Annual Red Tag**  
**REDUCTION SALE**  
BEGAN  
**SATURDAY, AUGUST 12th.**  
Do Not Miss Seeing Our Prices  
**Heavy Hotel Plates and**  
**Saucers \$1.00 per doz.**  
**Side Dishes, \$1.00 a doz.**  
**Big Reduction on Children's China Dolls**  
**and Entire Stock of Toys.**  
**D. H. GIPE**

**SPECIAL EXCURSION**  
—TO THE—  
**GULF COAST OF TEXAS**  
**On September 5th.**  
The principal city to be visited will be Francites, Texas, the Nebraska colony of which you have heard so much during the past year. The excursion, however, will not stop there, but continue down the entire coast to Brownsville and include two steam boat trips on the Gulf of Mexico from the cities of Galveston and Palacios. The fare will be \$27.50 from Lincoln. Now is the most interesting time to see Texas.  
**When the Crops are Maturing**  
For further information see either  
**Ed. Rossiter or C. E. Newman**  
Columbus, Nebraska

**The Busy Housewife**  
can lessen her toil and make her kitchen more comfortable during the hot summer weather by using  
**ELECTRIC FLAT IRONS**  
**ELECTRIC PLATE HEATERS**  
**ELECTRIC WASHING MACHINES**  
and many other labor saving devices that we have on display at our office. The expense for operating means nothing when compared to the comfort derived. If your lights are dingy or your eyes weak we recommend  
**TUNGSTEN OR MAZDA LAMPS**  
The kind that make dark corners look like day.  
**Columbus Light, Heat and Power Co.**

**THE HOME OF**  
**Quality Groceries**  
There is a place, a season and a reason for everything  
**This is the Place**  
**For Every Seasonable Thing in the Grocery Line**  
And there's a reason why we sell them—the Quality!  
Try these—they'll please  
**Ferdell Canned Goods**  
Put up in the Best Rich Syrup  
By Men who Know How  
**E. N. WAIDE,**  
11th Street Grocer.

**Underwood Standard Typewriter**  
**A LEADER**  
The principal of construction in the Underwood was found first in the Underwood, and every typewriter seeking business in the same field with the Underwood which has been put on the market since the advent of the Underwood, has been an imitation of, and in general appearance like, the Underwood.  
The last "Blind" advocates of importance have now fallen into line, and there is not to-day a single "blind-writing" typewriter actively on this market. Recall all the arguments you have heard in past years by Underwood opposition, and you will realize what an advance agent of progress the Underwood has been; then bear in mind that the Underwood was the first fully "visible," has had time to develop and improve, and is to-day the most perfect typewriter made.  
**"The Machine You Will Eventually Buy"**  
**UNDERWOOD TYPEWRITER COMPANY**  
INCORPORATED  
1621 Farnam Street  
Omaha, Neb.