

UNION PACIFIC TIME TABLE

| West-Bound Trains. | | |
|-------------------------|-----------------------|-------------|
| No. 1.... | Overland Limited. | 11:45 a. m. |
| No. 3.... | China & Japan Mail | 6:58 p. m. |
| No. 5.... | Oregon Express. | 2:00 a. m. |
| No. 7.... | Los Angeles Limited. | 2:35 p. m. |
| No. 9.... | Fast Mail. | 11:30 a. m. |
| No. 11.... | Denver Special. | 8:58 a. m. |
| No. 13.... | Colorado Special. | 1:27 p. m. |
| No. 15.... | Colorado Express. | 6:23 p. m. |
| No. 17.... | Ore. & Wash. Lim. | 3:05 p. m. |
| No. 19.... | Express. | 11:25 a. m. |
| No. 21.... | North Platte Local. | 12:15 p. m. |
| No. 23.... | Grand Island Local. | 5:59 p. m. |
| No. 25.... | Local Freight. | 7:09 a. m. |
| **Leaves 12:10 p. m. | | |
| East-Bound Trains. | | |
| No. 2.... | Overland Limited. | 5:26 p. m. |
| No. 4.... | Atlantic Express. | 4:32 a. m. |
| No. 6.... | Oregon Express. | 2:46 p. m. |
| No. 8.... | Los Angeles Limited. | 6:16 p. m. |
| No. 10.... | China & Japan Mail | 3:12 p. m. |
| No. 12.... | Denver Special. | 5:20 a. m. |
| No. 14.... | Colorado Special. | 10:28 p. m. |
| No. 16.... | Colorado Express. | 2:16 p. m. |
| No. 18.... | Ore. & Wash. Limited. | 6:52 p. m. |
| No. 20.... | Mail Express. | 3:00 p. m. |
| No. 22.... | North Platte Local. | 1:00 p. m. |
| No. 24.... | Grand Island Local. | 7:57 p. m. |
| No. 26.... | Local Freight. | 1:29 a. m. |
| BRANCH TRAINS | | |
| Nebraska | | |
| No. 77 | Freight | 7:20 a. m. |
| No. 79 | Passenger | 7:25 p. m. |
| No. 80 | Passenger | 1:10 p. m. |
| No. 78 | Freight | 6:10 p. m. |
| Spalding | | |
| No. 79 | Freight | 6:00 a. m. |
| No. 81 | Passenger | 1:10 p. m. |
| No. 82 | Passenger | 11:50 a. m. |
| No. 80 | Freight | 6:40 p. m. |
| Ticket Agent | | |
| A. H. M'KEEN | | |
| Assistant Ticket Agent. | | |

BURLINGTON TIME TABLE

| | |
|------------------------------------|-------------|
| No. 22, Pass. (daily ex. Sun) | 7:25 a. m. |
| No. 32, Frt. & Ac. (dy ex Sat.) | 11:50 a. m. |
| No. 21, Pass. (daily ex. Sun) ar. | 9:00 p. m. |
| No. 31, Frt. & Ac. (dy ex Sun) ar. | 6:45 a. m. |

Dr. E. F. Wiede Randers.
Office with Dr. Tiesing, 1019 Murray St.

Special attention given to Eye, Ear, Nose, Throat and Surgery.

Phone Bell office 43 Residence 120.
Phone Ind. office 591 Residence 227

Dr. Dora Wiede Randers.
Special attention given to Diseases of Women and Children.

Office and Residence 1006 Murray St.

Phone Bell 120 Independent 227

Charles H. Campbell, M. D.
EYE, EAR, NOSE and THROAT

Glasses Fitted
BOTH PHONES COLUMBUS, NEB.

W. M. CORNELIUS
Attorney-at-Law

Commercial Bank Building
COLUMBUS, NEBRASKA

DR. F. H. MORROW
PHYSICIAN AND SURGEON

Office - New Luschen Building
COLUMBUS, NEB.

Bell Phone Red 12 Ind. Phone 12

C. N. MCELRESH
ATTORNEY AT-LAW

POST OFFICE BLOCK
COLUMBUS, - NEBRASKA



GOOD SEWER WORK

is essential to first class plumbing. All the nickel and tile in the world will not make up for poor sewer connections. We do good plumbing work from the ground up.

OUR SEWER WORK

is just as honest as the plumbing work which is always in sight. Have any trouble with your plumbing? Maybe the sewer connections are not right. We can tell.

A. DUSSELL & SON

COAL
COAL

Semi-Anthracite
and
PENNSYLVANIA
HARD GOAL

are now arriving. Please give us your winter orders

Garl Kramer
Successor to Spiece Coal Co.

FARM TALK



The Making Of The Crop.

The experience of this season has taught farmers that something more than soil fertility is essential to the making of a large or profitable crop. The essential elements of fertility in the soil, the potash, the phosphorus and the nitrogen must be present in the soil or they can not appear in the crop. Other elements there are, but with the possible exception of lime these are present in such abundance in our soils that we need give no attention whatever to their supply.

Even when these are all there in abundance, the soil must be in proper physical condition or else the plants can not use them. The soil can not, under ordinary circumstances, or under any circumstances, be in proper physical condition unless it contains a considerable amount of vegetable matter. Most of our soils in the Mississippi valley that fail to produce crops fail not because of any lack of potash, nor ordinarily in the newer lands of phosphorus. They are frequently lacking in nitrogen, however, simply because they lack vegetable matter, or, speaking broadly and not technically, humus, with which much of the soil nitrogen is combined. The constant

cropping of the soil, or cultivating without cropping, naturally exposes to the atmosphere and burns up this vegetable matter. Hence the imperative necessity of maintaining the supply either by the growing of grasses, especially the clovers, or by the application of barnyard manure.

But even with all these, as our farmers have found out this year, there must be other things that go to the making of a big crop. Plants take all their food in liquid form; and hence, without an abundant supply of moisture in some way, it is in vain that we expect a first-class crop. In fact, the crops this year have been measured by the amount of water which the roots of the plant could supply to the growing grain.

In some sections the oat crop has been very light, for the simple reason that oats require nearly twice as much water per pound of dry matter as corn, including both the stalk and the grain. We have a great many barren stalks in our corn fields this year, more than we realize until we go into the field and actually count them, for the simple reason that the roots were able to furnish enough water for the stalk, but not enough to justify it in attempt-

ing to start an ear; and even when an ear was started, the intelligence of the plant taught it that it must shorten this ear if it would produce any corn at all.

Other years the crop has been limited by temperature. Corn, being a semi-tropical plant, requires intense summer heat, and some times the crop is shortened for lack of it. The crop this year has, however, even where the plant food was abundant, been measured by the amount of water that the roots could deliver to the plant. The skill of the farmer has been shown in maintaining a large amount of vegetable matter in the soil, thus enabling it to hold water which would otherwise evaporate, and at the same time keeping the soil in proper physical condition.

The man who has land rich in humus or vegetable material, who has so cultivated it that he can draw upon even the short supply of moisture restored below, has been rewarded by a moderate crop of corn. The man who, failed in this can see clearly the result. It is important that we do some serious thinking on what soil fertility

means and the conditions that must be supplied to enable the plant to use it. The lesson has been a severe one; not only farmers, but all classes of citizens, need severe lessons of adversity in order that they may be compelled to learn wisdom. Fortunately, in the dry section nature has been doing a good job of plowing, such as a plow could do, and preparing the soil by pulling the particles apart, for an abundant crop next year if we are favored with normal temperature and rainfall.—Wallace's Farmer.

Harvesting and Storing. Potatoes.

A Missouri correspondent writes: "Can you tell me how to keep potatoes? Should I dig them now or wait till later? What can I put on them to keep them? They are ripe."

Late potatoes should be left on the vines as long as possible and yet be dug before frost. If it is possible to get a reasonable price, the average grower had best sell his surplus potatoes soon after digging. Under ordinary market conditions, only men who have good root cellars or potato storage houses are justified in holding any large quantity of potatoes over winter. A good storehouse for potatoes must never fall below 30 degrees in temperature nor rise much above 40 degrees. It should be well ventilated, dry, and dark. The cellar of the ordinary dwelling house meets these requirements fairly well, although the temperature here often rises too high, and there is danger of it falling too low; also the ventilation may not be of the best.

Foley's Kidney Remedy (Liquid) is a great medicine of proven value for both acute and chronic kidney and bladder ailments. It is especially recommended to elderly people for its wonderful tonic and reconstructive qualities, and the permanent relief and comfort it gives them.

WHY IT SUCCEEDS

Because It's for One Thing Only, and Columbus People Appreciate This.

Nothing can be good for everything. Doing one thing well brings success. Doan's Kidney Pills do one thing only.

They help sick kidneys. They relieve backache, kidney and bladder trouble.

Here is Columbus evidence to prove it.

Mrs. John Burrell, 522 W. Eleventh St., Columbus, Nebraska, says: "I cheerfully give Doan's Kidney Pills my endorsement for I know that they act just as represented. About four years ago my kidneys became weak and disordered and there were symptoms of inflammation of the bladder. My back was painful and I felt miserable in every way. Not until I used Doan's Kidney Pills did I find relief. They completely corrected the annoyance. During the past two years I have been perfectly free from kidney complaint and I give Doan's Kidney Pills the credit."

For sale by all dealers. Price 50 cents. Foster-Milburn Co., Buffalo, New York, sole agents for the United States.

Remember the name—Doan's—and take no other.

Wanted—A girl for general housework. L. Gerrard, 420 West 16th St.

BUSINESS BUILDING

BY DUNDAS HENDERSON
Advertising Manager of the C. E. Zimmerman Co., Chicago

SALESMANSHIP IN YOUR ADVERTISEMENTS

The most pertinent question a retailer must think about when he starts out to consider the question of filling the advertising space he has bought in the local newspaper is, how can I sell my goods successfully through the newspaper? The best answer to the question is undoubtedly another question. He must ask himself: If I had to sell these goods in my store, how would I approach my customer—how could I interest her and in what way should I convince her? Last of all he must ask himself whether he is capable of doing all this in the newspaper space as well as in his store.

When a merchant has answered these questions satisfactorily he may commence compiling his advertisement. But until he realizes that salesmanship is just as necessary in the newspaper space as in his store when selling goods, he can never hope to get the value he has every right to expect from the space.

Successful newspaper publicity has been called salesmanship on paper. When a retailer can distinguish that kind of salesmanship and appreciate its value, he is a long way on the road to advertising success.

If a retailer employed inexperienced or amateur help in his store to sell his best goods he would be classed as a fool. Why then should he not also be put in that category if he employs amateur salesmanship in his newspaper space? He pays good money for both and should get the same degree of satisfaction for his expenditure.

Four main points enter into all salesmanship whether personal or on paper: first, the attention of the possible customer must be obtained; second, interest must be created in the goods you are going to sell; third, the customer must be convinced that she wants the goods, and last, but by no means the least, she must be convinced to make the purchase.

In planning his advertising, therefore, the merchant has to apply these principles in such a way that, from his announcements, results are obtained as a matter of course. But he must remember always that salesmanship on paper is more difficult than salesmanship in person, because he cannot make his selling arguments felt in the same degree as when he meets his customers face to face.

Unless a merchant can apply these four principles successfully through advertising, his publicity will get no more returns than a bad salesman in his store. And let me state here that no ordinary merchant can get the highest grade of salesmanship in his newspaper space without help. There are many reasons for this. It has been found, for instance, that the best way to secure attention is to use a good illustration. Nothing has a surer human interest effect or gets quicker action than a well selected picture. To get such illustrations you need not

WHY PAY RENT

In the East when you can buy a farm of your own in Cheyenne county, Nebraska, which is just as productive as the farm you rent?

You are barely making a living because your high rent eats up your profits. The landlord is growing fat and you are growing thin. You will never save up enough money to buy the farm you rent and even if you could you would only be making rich the man who bought the land when it was about the same price at which you can buy in Cheyenne county now. Your landlord did not get rich buying \$100.00 LAND. He made money because he bought his land when others hesitated and were afraid. He bought it when it was cheap. You have exactly the same opportunity in Cheyenne county.

Why not take advantage of the opportunities offered in Cheyenne county to become independent, or are you going to continue in the same old rut year after year? Better make a start now, the chance for getting Cheyenne county lands at the present low prices will not remain open long. Those who are wise enough to come now will ever remember the occasion as one of the most important in their lives. If there is anything that is not clear to you, please remember that we are always glad to furnish the desired information. NOW is the time to get busy.

We Will Make a Cheyenne County Trip on September 26th

Expenses will be low. Now is the time to go. Come in and talk it over

Land is the Safest and Most Profitable Investment Known

We Court Investigation and Ask You to Examine Our Bargains

Karr & Newlon Co.
Over the 5c and 10c Store
Columbus, - Nebraska