

NEWS FROM ROUND ABOUT

HUMPHREY.

From The Democrat:

Mac Andrews, Hugh Drake and Squire Follitt went up to Sioux City last Friday evening and are putting in a few days hunting and camping up the Missouri river.

A land deal of considerable note transpired here this week when S. S. Chout traded his half section farm just across the line in Madison county to Ben Uphoff, of Cedar Rapids, for a half section of Boone county land. We did not learn what the consideration was on either tract of land. We understand that this deal means that Mr. and Mrs. Uphoff will again take up a residence in this community, but whether or not it means that Mr. and Mrs. Chout will leave here, we do not know, but we would rather believe that it will not.

A very substantial and fine looking iron fence has been erected along the front of St. Francis cemetery the past week which adds wonderfully to the appearance of the place. At the entrance a large arch appears over the gate upon which is attached the name of the cemetery in large white letters. With this last improvement and other minor improvements which have been made in the cemetery of late, St. Francis cemetery presents an appearance which is very pleasing and it reflects great credit on those who are responsible for the improved condition.

Norman Maclaren, a former Humphrey boy, died on the third of this month at the home of his sister Maud near Prospect, Montana, and the remains were brought here and buried beside those of his father and a brother in the Humphrey cemetery. The cause of the young man's death is said to have been tuberculosis of the throat.

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.

Norman Maclaren was born in Humphrey within a few days of twenty-two years ago. Something like nine years ago he accompanied his mother to Lincoln to make their home and after going through the city schools at that place, he secured employment with the Burlington railroad company in Lincoln. For a few weeks prior to leaving Humphrey Norman was an employe of this office having made up his mind to learn the printers trade, but quit on account of his mother leaving Humphrey. On account of the delicate health of Mrs. Maclaren she was unable to accompany her son to the place of his birth and the last resting place of his body. The remains were accompanied by Miss Isa, a sister, and Frank and Dave, brothers of the deceased.

ST. EDWARD.

From The Advance:

A new paper reached our exchange table this week under the familiar caption of "The Boone Enterprise." Its editor is R. D. Criss, and from the appearance of this sheet and the lots of spicy news items contained therein, it is evident that a man is behind the paper who understands his business.

Dr. T. J. Jones went down to Columbus Tuesday and returned home with Jas. Cummings who has been in the Columbus hospital for the past two weeks as a result of injuries received from a fall from a windmill tower. While Mr. Cummings is still in a serious condition every hope is now entertained that he will recover in the course of time.

The R. E. Case building on Third street, more familiarly known as the old opera house, is being torn down this week and in its place will be erected a new opera house. The building is an old landmark and has long since served its days of usefulness.

In the erection of a new playhouse in St. Edward, a long felt want will be filled. Upon many occasions movements have been started to build a new opera house here but every attempt has thus far failed as it is generally recognized that an opera house is not as paying an investment as it might be. This may be due to the fact that our chautauques and lecture courses have set a standard with which the ordinary road show cannot compete, and they no longer receive the patronage which makes a playhouse a paying proposition. With this idea in mind, Mr. Case does not propose to depend upon the few shows and dances which may come St. Edward for the support of his house, but expects to also run a moving picture show in the building on such evenings as it is not otherwise used.

SILVER CREEK.

From The Sand:

Will Howland and wife came up today from Schuyler. Will is rapidly recovering from his recent illness.

Supervisor W. H. Campbell went through here Tuesday on his way to attend the Farmer's Congress at Cincinnati, Ohio. He will also visit his old home in Kentucky.

Ed Adams found a mailpouch in his cornfield near Gardner about two hundred feet from the track. It was a letter sack and had been cut open and the contents taken. No shortage has

been reported at the postoffice here, and how the sack came to be there will probably remain a mystery.

Eight years ago today the first issue of the Silver Creek Sand appeared. It was not as large as it is now, but it was welcomed by our people and has been very well supported considering the size of our town. Silver Creek has grown materially during the eight years and most of our citizens have prospered. May we continue to grow. Nothing succeeds like success.

Gus Zipper sustained a painful injury to his wrist last Sunday when he was cranking up his automobile. Gus had spent the day in church and it is hoped that his wrist will be forgiven and that his wrist will heal.

Jimmie Criss is baching this week, his wife having left on Monday for a visit with relatives at South Omaha. She was accompanied by her grandmother, Mrs. N. J. Raymond, who has been visiting at the Criss home.

Alex McQueen returned last week from a visit to his Saskatchewan, Canada ranch. He says that owing to the dry weather the quantity and quality of wheat is not at the usual limit, but that oats were fine, many fields in that section yielding as high as 100 bushels to the acre.

When Edward Lindquist came home Tuesday after a visit at the Ak-Sar-Ben and looking after his interests in Council Bluffs, he concluded that he wanted a change of clothing. On entering his room at the Leeland Hotel he missed the garments he wanted to wear. Upon investigation he found that an overcoat, a sackcoat and several undergarments were missing, also a Stetson hat. It is not known who the thief was, but strong suspicions are entertained by Mr. Lindquist and the police.

GENOA.

From The Leader:

The contractor to whom the contract was let to lay the new water mains was in the city Monday and informed the Leader that he expects to begin work the middle of the present week.

News reached this city Tuesday announcing the death of a sister of Mrs. Wesley Long, who has been in the asylum for the insane at Beatrice for several years. The remains were brought to Genoa for interment.

A town over in Iowa has employed graduates from an agricultural college for both superintendent and principal, rented 80 acres of land adjoining town and is going to teach the kids to plow corn and hoe beans. That's a progressive idea, surely.

Bill Buchannon, having resigned his job as night watchman and gone to David City to work in a meat market, the city dads assembled and appointed John Vaught to take his place. So if you happen to see John sneaking around your back door during the wee small hours of the night don't shoot; he is probably locking that door you left open.

The fire gong called the hose company into action on Friday night last to quench a fire which had started in the old building formerly occupied by A. M. Horton for a harness shop. The fire evidently started in the floor at the base of a boiler used by the cream company. The fire had burned through the east wall when discovered and was shooting flames up between the buildings, but was soon under control. As usual at similar fires the greatest damage was done by water and wreckage. Max Venger, who occupies the west half of the building as a store house, suffered considerable damage to his goods from water. And the fire occurred on Friday night again, which causes the Leader to suggest that the city dads appoint a lot of extra watchmen to serve on Friday nights.

PLATTE CENTER.

From The Signal:

Mrs. Ed Gogan left Sunday for an extended visit with relatives at Sterling, Colorado.

Mrs. Albert Duster and children left Wednesday for a brief visit at the home of Mr. and Mrs. J. F. Dowd, at North Bend.

The three-year-old child of Mr. and Mrs. Archie Morrow, who was under the care of a physician the early part of the week is now convalescing.

Charles, the seventeen-year-old son of Mr. and Mrs. Bernard Kuhlen, of the St. Anthony vicinity, who has been under a physician's care the past ten days, is reported much improved.

Returning from an extended visit with relatives at Boone Iowa, and different points in Illinois, enroute their home at Bakerfield, California, Mr. and Mrs. J. E. Dyers stopped off here last Wednesday evening for a three weeks' visit with their many relatives. Mrs. Dyers will be remembered as Miss Bay Lamb.

The H. N. Zingg family received a message Monday appraising them of

the death of Mr. John Emanuel, a cousin of Mrs. Zingg, at Pleasant Valley, Dodge county, Monday afternoon. Mrs. Zingg and daughter Alice left Tuesday to be present at the funeral, which occurred Thursday morning.

Robert Pinson, our genial postmaster, sprung a genuine surprise on the people of Platte Center last Sunday. He went to Columbus on the noon train, and if any one here knew what he went for they didn't tell, but when he returned in the evening he was accompanied by Mrs. Pinson, whom with the assistance of Rev. Ray of the Methodist church in Columbus, he had captured. The name of the bride was Mrs. Mary C. McCarty, of Kenton, Ohio. Mrs. McCarty, accompanied by Miss Georgia Jones, a friend and companion came to Columbus on Saturday to meet Mr. Pinson. Upon their arrival here Sunday evening, they proceeded to Mr. Pinson's home and started housekeeping at once. Miss Jones will remain with them for the present. The Signal joins all friends in extending congratulations and best wishes.

BELLWOOD.

From The Gazette:

Miss Bertha Flaxel of Alexis township and Mr. Albert Shelby of Polk county were united in marriage Monday at St. Joseph's Catholic church, west of Bellwood. Rev. Father Bickert tied the nuptial knot making the two one. The bride wore a beautiful dress of gray silk, the groom a suit of black. Miss Nora Flaxel, a sister of the bride was bridesmaid and Rudolf Smith was groomsmen. The young couple are well known to everybody in this community and are numbered among our best citizens. As they embark on their journey through life they have the well wishes of everybody in this vicinity and in Polk county. They went to housekeeping at once in Polk, where Shelby has been farming for some time. A dance was given at the groom's home in the evening. About fifty were present at the wedding.

A modest but very pretty wedding that marked the culmination of a romance which had its beginning in Nebraska years ago was solemnized yesterday afternoon at 4:30, at the home of the groom's aunt, Mrs. H. F. Spanuch, the Rev. F. Carter officiating, when Miss Mamie Beck became Mrs. Ora A. Brandenburg. The home of the young people is in Bellwood, Nebraska, but they will spend the winter in Wallace. The groom is a nephew of Mrs. Spanuch and Mrs. George Ruggles. After the ceremony, an elaborate dinner was served, the guests being Rev. Carter, Mr. and Mrs. Spanuch, Mr. and Mrs. G. W. Ruggles, Mr. and Mrs. G. W. Pell, Mr. and Mrs. A. L. Gordon, of Missouri, and Mr. and Mrs. Brandenburg. The above was copied from the Press-Times, of Wallace, Idaho. The young couple have the well wishes of everybody in Bellwood and surrounding country.

LINDSAY.

From The Post:

Willie Ducey threw his wrist out of place Saturday, while engaged in a friendly scrap.

Joe Hoffman, Nick Thomas and Ralph Johnson formed a party that went to South Dakota to register for a homestead.

Miss Sadie Moore, of Omaha, a niece of Mrs. David McAuliffe arrived Saturday evening to visit relatives and to act as bridesmaid at the Winkler and McAuliffe wedding.

Messrs. and Mesdames William Lewejohan and Henry Lachnit of Columbus, and Joe Smith of Humphrey attended the wedding dance given in honor of Mr. and Mrs. McAuliffe Tuesday evening.

A deal was made the fore part of the week whereby Peter Jensen sold his livery business to Anton Hansen, of route one. Mr. Hansen has taken possession and expects to run the business with good accommodations.

Last Saturday Ed. Mortensen, the general clerk at Laussen's, had the misfortune to strike his left eye, cutting a deep gash just above with the machine they use in loading salt. Ed. also has a black eye to remind of the occasion.

Tuesday morning at 8:30 at the Holy Family church occurred the marriage of Mrs. Maud Winkler to Mr. David McAuliffe. The wedding was performed by Father Clement, the ceremony being the nuptial high mass. The bride was handsomely gowned in grey satin messaline and wore hat to match, Miss Sadie Moore of Omaha, a niece of the bride, who was bridesmaid was becomingly dressed in white messaline with lace trimmings. The groom and his attendant, Michael Ducey wore the conventional black. At the conclusion of the ceremony the bridal party were escorted to the home of the bride's mother where an elaborate reception was given. Mr. and Mrs. McAuliffe are both too well known to need any introduction to the people of this city. Mrs. McAuliffe is a woman of many graces of mind and person and has the respect and esteem of all that know her. Mr. McAuliffe is from one of our best families, and much admired for his many qualities. In the evening a wedding dance was given in their honor at the Firemen's hall.

The dancing season is here
Remember the Owls on
Oct. 20th.

A Medicine that gives Confidence
Is Foley's Honey and Tar Compound.
Mrs. T. J. Adams, 522 No. Kansas Ave., Columbus, Kansas, writes: "For a number of years my children have been subject to coughs and colds. I used Foley's Honey and Tar Compound and found that it cured their coughs and colds, so I keep it in the house all the time." Refuse all substitutes. For sale by all Druggists.

BUSINESS BUILDING

BY DUNDAS HENDERSON

Advertising Manager of the C. E. Zimmerman Co., Chicago



Specimens of Syndicated Advertising Service
The C. E. ZIMMERMAN CO. Chicago

Put "Punch" Into Your Advertising.

When you are attacked by some one who wants to do you bodily injury, if you are the average American man, you straighten out your body and give him a straight hit from the shoulder that lays him out—a candidate for the hospital.

That is called a punch. But there are other kinds of punch. Every kind of human action originated by a human being may be strong or weak according to the energy put into it by the person. The effect of those actions on the rest of the world, or on any particular person, when those actions make a deep and paralyzing impression, is called punch. We talk about the punch of a theatrical play, meaning the strong permanent blow of its action on the feelings of the audience. A story has punch and the most ordinary clerk in your store can give punch to his daily work and life that will leave a lasting impression on the people with whom he comes in contact. It is punch that makes you successful—without punch you cannot even hope to start on the road to prosperity. Punch should enter into every ac-

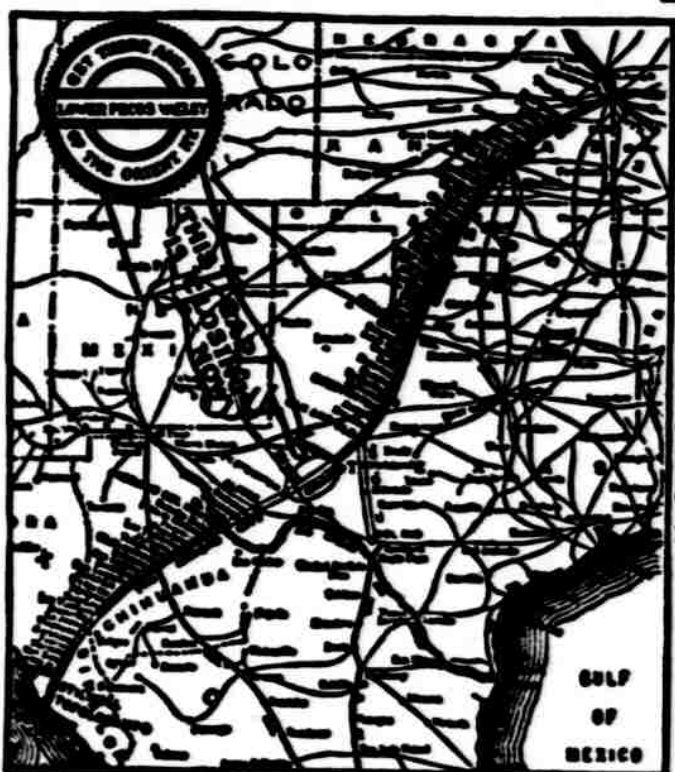
tion of your life. If you pray, put punch into it. If you sell goods in your store, put punch into your selling talk. Punch shows sincerity just the same as that blow from the shoulder on the part of the man. If you look a woman or a man in the face, and put punch into the arguments and suggestions you use to sell your goods, you will create an impression that you believe in what you sell and that fact alone goes a long way toward consummation of the sale.

When you look carefully over the written accounts of the men and women who have made history and been really great in all walks of life, you will find innumerable instances of punch, showing clearly that success was built on it, as much as on their other actions.

Many men and women believe all that is necessary to secure success in life is to conceive an idea and carry out the actions in connection therewith along well defined rules. They even become imitative and follow the rules laid down by the great men and women I have enumerated. That is the road to failure. No matter how good your plans are or well laid the methods of carrying them out you must put punch into their executing to make them successful.

When you want to make your business a success, and you know that the highest grade of salesmanship, both inside and outside your store is necessary—be sure you also allow for punch in the execution of your plans. In your publicity, for instance, you need punch in the salesmanship used. No matter what your business, you require punch in that salesmanship to impress your goods on the minds of the people and make them remember you sufficiently long and earnestly to buy. It is just the same punch as is referred to in connection with the theatrical play. Unies that play has punch it would not leave a sufficiently good impression on the play-goers to make them criticize it to its advantage. Use punch then in your advertisements. Punch home "straight from the shoulder" into the minds of the prospective customer and he or she will remember you long-

New Country Opening! Railroad Gap Closing!



The Kansas City, Mexico and Orient Railway is now closing its gap of 165 miles across the famous Lower Pecos Valley in Western Texas. This rich undeveloped empire is now being opened to settlers and investors. Here is your chance to buy fertile land at opening prices before the railroads get there. Such an opening comes only once in a lifetime.

LOWER PECOS VALLEY FRUIT has won many prizes at National Expositions and is suitable for its flavor and size.

LOWER PECOS VALLEY ALFAFA costs 7 times as much per acre and makes \$75 to \$125 an acre profit.

Four Orchards in Pecos Valley pay \$1,000 an acre. Grapes \$500. Over two million California Grapes have been planted. The tide is turned toward Lower Pecos Valley. Already one million dollars invested there in fruit and alfalfa land by experienced farmers, fruit growers and irrigators.

FAMOUS IMPERIAL IRRIGATION PROJECT NOW COMPLETED
Water in big reservoir and canals. Thousands of acres going into cultivation now.

Let me tell you how to get a Free Trip
to this fertile empire in the Lower Pecos Valley of West Texas. I can show you one of the best opportunities for big money making being offered anywhere to homesteaders and investors. Come to my office today and if you have not time to do this, phone, write, or wire me and I will get the valuable information to you with a rush.

CHAS. L. DICKEY
REAL ESTATE, LOANS, INSURANCE
AGENT FOR
The U. S. and Mexico Trust Co., Fiscal Agents for
The Kansas City, Mexico & Orient Ry Co.

er and more favorably than all possible rivals.

As you already know, there are four points to a successful advertisement that must be made operative before it can be successful. It must capture the attention of the prospective customer; it will have to create interest in his or her mind and it must afterwards bring conviction that the goods are what they are represented to be and that they are needed by the prospect. Lastly the advertisement must cause the actual purchase of the goods.

Any man who has studied advertising closely can very easily combine all these principles in some sort of a way, but it requires an expert to combine them successfully.

A salesman in your store may easily apply all the rules of selling to the customer that comes in but he may not be successful through lack of forcefulness—punch. It is the same with an advertisement. You need punch—the appearance of forceful honesty and convicting power in the wording and expression of the ad to bring the results that you have a right to expect from it.

It is punch that makes all the difference between success and failure in the advertisement of our greatest retailers. It is punch that will bring success to you through your announcements and unless you are able to incorporate punch into them you may as well do no advertising at all.

The best way to get advertisements that have not only the necessary punch but that are constructed in every way to bring results is to buy syndicated advertising service. This service is offered in a series of 52, one advertisement for each week in the year. Each ad is supplied along with an attention compelling copperplate cut, the illustration drawn by a high priced artist. The whole series has been constructed by an advertising expert

with a national reputation who has made success for many other merchants in the same position as yourself. It would be impossible to buy those advertisements at the low price at which they are sold—from one dollar per week up—but for the large numbers of each kind that are sold to thousands of retailers throughout the country. Only one merchant in each trade is allowed to use a service in his own town.

The retailers here would do well to get full particulars of this new syndicated advertising service from the editor of this paper. The use of such advertising salesmanship on paper—which may be called advertising with punch in it—is the straightest road to advertising success.

FOR RENT 80 ACRES

For further particulars write to the undersigned or inquire at the office of
Becher, Hockenberger & Chambers

Henry Wilckens,
1349 Constance Street
Los Angeles, California.



In over one million homes—in all sections of the country, from Maine to California—FAVORITE BASE BURNERS are providing warmth, comfort, satisfaction, and are saving money every day they are in use. There are scores of such Favorite homes right here in this town and vicinity.

If you will go into any one of them, you will be invariably told that the Favorite saves from 2 to 3 tons of coal every year, keeping the entire house luxuriously warm and comfortable, day and night, in blizzard weather.

We sell Favorite Base Burners because we know they are the best heating stoves built in point of beauty, durability, and fuel-economy. Let us show them to you. You may as well save three tons of coal this winter with a Favorite, and you will get more heat and satisfaction, too.

BOYD & RAGATZ

Cold Weather Coming

And with it the need of a good heater for your home. For the long winter evenings there is nothing so comfortable as a

Radiant Home Heater

The large base of the Radiant Home affords ample capacity for absorbing cold and impure air, thus serving the double purpose of ventilating the room and by the increase of the supply of oxygen in the stove, the fuel is completely consumed, thus cutting the fuel bill from 15 to 25 per cent. The Radiant Home has an established record of . . .

33 Years Successful Experience

and has kept pace with the onward march of progress. It is one of the few articles whose Record Guarantees its Future.

For Sale Only By

Rothleitner & Co.
ELEVENTH STREET