

# NEWS FROM ROUND ABOUT

## GENOA.

From the leader:

Mr. and Mrs. P. E. Slaughter departed the first of the week for California, where we are informed they expect to spend the coming winter.

Miss Marjorie Compton departed the first of the week for Oklahoma, where she will make her home with an aunt for a time. Byron expects to leave in a couple of weeks for California to make his future home.

Our country friends, who were in town Saturday afternoon can have no kick on the entertainment furnished. A band concert and a fire alarm certainly furnished entertainment and excitement enough for one day.

We are informed of another import-



## 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 every one should open

## A SAVINGS ACCOUNT

and prepare for the uncertainty of the future. Our bank solicits your accounts, 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

## FOR RENT 80 ACRES

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

**Henry Wilkens,**  
1349 Constance Street  
Los Angeles, California.

## The First National Bank Columbus, Nebraska

Assets, \$600,000.00

Offers its customers every safe-guard known to modern banking for the security and safety of their funds. Pays liberal rates of interest on deposits. Loans money when they need it at ruling rates. Safety deposit boxes rented for storage of valuable papers.

## 4 per cent

interest paid on time deposits for one year. Steamship tickets sold to all ports in the world. Drafts sold on all the principal cities of the world.

Our Satisfied Patrons are Our Best Advertisement

Deposits, \$500,000.00

The Oldest and Largest National Bank in Platte County

## IT'S QUALITY THAT COUNTS

When buying that fence for your farm don't be misled into getting a poor fence because it costs a little less per rod. You'll be sick of your bargain by the end of the first season. You'll wish you had considered quality instead of price.

## PEERLESS WOVEN WIRE FENCE

is built to stand many seasons of hard usage. Made of hard steel galvanized wire that will not rust out and break.

The cross bars are all of one piece, and give upright stability to the fence. The cross bars are not connected to the wire, can not slip, and yet the wire are all the same length—uniform tension throughout and there are no loose ends or corners in Peerless.

Make your dealer furnish Peerless—except no substitute.

**Peerless Wire Fence Co., Ltd.**  
Adrian, Michigan

For Sale by William J. Voss

ant business change which will take place on December 1. Pierre Pugley has purchased the Walrath & Sherwood lumber business and will be after your lumber and coal trade on and after that date, and we predict success for the new firm from the start.

The fire alarm was turned on Saturday afternoon calling the hose company out to put out a fire at John Reimer's home. But John did not need their assistance as he caught the fire up and cast it out into the back yard, the only damage resulting being the destruction of a gasoline stove, which started the fire and some rather severe burns to John's hands.

We understand that Morris Nelson, young son of Chas. Nelson, who received an injury to his eye from a whip several weeks ago, has lost the sight of the eye entirely, which is certainly a sad affair.

Bert Saline, who has been in Colorado for several months taking the consumption cure, arrived in the city the last of the week for a short visit with his relatives. He has recovered from the consumption but will continue to reside in Colorado as a protection against its return.

## PLATTE CENTER.

From the Signal:

R. C. Regan shipped a load of cattle to South Omaha Tuesday evening.

R. C. McGuane is having a hot water heating system installed in his farm house, north of town.

The residence of Pat Fuller, three miles south-east of town, is quarantined, their seven year old daughter being afflicted with scarlet fever.

B. B. Mastick arrived home Tuesday morning from a four weeks' trip to California. As this was purely a business mission Mr. Mastick says he didn't have much fun.

Mrs. Joe Krings and daughter Laura returned Wednesday to their home at Columbus, having been guests for several days with relatives in the vicinity of St. Anthony.

Mr. and Mrs. J. E. Deyers, of Bakerfield, California, who have been guests at the home of G. N. Lamb the past week, are now guests of Mrs. Deyers' brothers, Arthur and Bert Lamb and families of Albion.

Bob Wilson and John M. Maher boarded Monday evening's train for South Dakota. Bob went to Gregory, where he registered for the land drawing and returned home. John went to Winner, near where his farm is, and will remain a week or two.

## SILVER CREEK.

From the Sand:

Score one more for Merrick county, please. Last week a new school house in District No. 61, near Clarks was dedicated and State Superintendent Delzell, who assisted in the ceremonies, said it was the finest country building in the state. Every week some community in this county furnishes more evidence to prove the Nonpareil's

claim that Merrick is the most progressive county in the state. Stand up for Merrick County—Central City Nonpareil.

Lester Myers, seven year old son of Mrs. Myers of the Belmont hotel, of Central City, was struck by Union Pacific passenger train No. 7 Tuesday and was instantly killed. The accident occurred at Central City.

John C. Fleming died Monday morning at the home of his daughter Mrs. Grace Bivens. He had been ill for several months and did not give up hopes until toward the last. The funeral was held Tuesday at the Methodist church, Rev. M. R. French preaching the funeral sermon. The remains were taken to Fremont for burial beside his wife who died March 25, 1906.

Mrs. Myrtle Blivens and baby, of Delta, Colorado, Mrs. A. C. Wilson and son of Des Moines, Iowa, sisters of Mrs. N. L. Squier, and Mrs. K. S. Sprague, of Blair, Mrs. Squier's mother, have been having a family reunion at the Squier home since last Sunday. Mrs. Blivens left for her home Wednesday night.

I. O. Hadlock severed his connection with the Leeland hotel Wednesday. He was a very estimable gentleman, conducted the hotel to the best of his ability with what he had to work with, and made many friends while here. He went to Omaha for a few days on business, and then will leave for San Francisco.

## HUMPHREY.

From the Democrat:

Miss Thomas of Columbus has been in town this week a guest of her sister, Mrs. Art Wolf and family.

George Edington left last week for Milford, this state, to enter the soldiers' home, where he expects to make his home in the future. He sold his residence property and ground in the north part of town to Smith & Ward, and the same will be converted into a feed lot.

Plans of the new C. N. W. depot have been received by Agent Hicks, and it is figured that the work of building will begin in a few days. We understand the new depot will simply be a reconstruction of the old one only that a new part will be added and the old structure rearranged, so that in reality we will have practically a new depot. The site of the new depot will be moved a short distance west of the location of the present depot in order to secure more platform room.

G. H. Peters left Saturday for Nevada, Missouri, and Tuesday evening of this week returned home accompanied by Mrs. Peters who had been in a hospital at that place for the past several weeks receiving medical treatment. The Democrat is glad to report that Mrs. Peters is much improved in health.

Mrs. Dickinson received word yesterday to the effect that John, the eight-year-old son of Mr. and Mrs. Fred Dickinson of Butte, Nebraska, had met with a serious accident while playing at school, and he was so badly injured that it is feared that the boy will not be able to recover. It appears from the meager details of the accident received that the boy was wrestling with a play mate, and he was thrown in such a way that his spine was badly injured, which has caused practically a complete paralysis of the limbs and arms.

## THE TRUE TEST.

Tried in Columbus, It Has Stood the Test.

The hardest test is the test of time, and Doan's Kidney Pills have stood it well in Columbus. Kidney sufferers can hardly ask for stronger proof than the following:

Mrs. P. A. Weberg, 1522 Hayes St., Columbus, Nebraska, says: "For two years I was subject to sharp, cutting pains in the small of my back and the misery was about all I could possibly endure. There was a dull, dragging-down feeling in my loins, extending into my limbs and my head ached so severely that I thought it would break. When the trouble was at its height, I could get no rest day or night. The kidney secretions were in bad shape and this convinced me that I was in need of a Kidney medicine. About six months ago I was fortunate enough to hear of Doan's Kidney Pills and procured a box at Pollock & Co.'s Drug Store, I began their use. No medicine ever gave me such prompt relief. The pain in my back disappeared almost immediately and the other annoying symptoms of my trouble were removed." (Statement given in July, 1907.)

RE-ENDORSEMENT.  
On May 7, 1910, Mrs. Weberg was interviewed and she said: "I am as emphatic in my praise of Doan's Kidney Pills today as when I recommended them nearly three years ago. During the past year I have had no need of a kidney medicine whatever and I

now consider myself completely cured."

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.

Highest grade of fire and tornado, life, accident and health insurance. Chas. L. Dickey, State Bank Bldg.

Foley's Kidney Remedy vs. a Hopeless Case.

Hon. Ark. J. E. Freeman says: "I had a severe case of kidney trouble and could not work and my case seemed hopeless. One large bottle of Foley's Kidney remedy cured me and I have never been bothered since. I always recommend it." For sale by all Druggists.

## BUSINESS BUILDING

BY DUNDAS HENDERSON

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



## THE EVOLUTION OF RETAIL ADVERTISING

Recently before the Rochester, (N. Y.) Advertising Club, Julius Schneider, for some time the advertising manager of "The Fair," of Chicago, and one of the best known advertising men in the country, gave a lecture on "The Next Evolution in Advertising." He stated that, in his opinion this was the awakening of local advertisers to the absolute necessity of high grade advertising service such as has made fortunes for the large stores in the big cities. He advised the merchants in each locality to join forces and engage the best advertising talent on a cooperative basis, and pointed out that this really must happen in a very short period as a natural advance of the times.

Mr. Schneider and others evidently do not know that this evolution towards high grade special service has been taking place for some time. It began with what are called "Cut Services." That is an engraving house in one of the bigger cities would get out a number of more or less comic advertising cuts, wretchedly drawn by tenth-rate artist, which it sold to a retailer, sometimes with a little advertising matter, in a series of 26 or 52, one cut for each week in the year.

While this was all educative, and as such deserves some credit, it has probably done more harm amongst retailers, to the value of real publicity than anything else. There are a great many of my readers who now have boxes of such cuts lying around their stores with no clear idea of what to do with them and even yet those small cut "services" are being sold to deluded merchants by glib traveling salesmen.

Another herald of the new special retail advertising was the local writer. He is also evolving. He has been getting better every year till now in some ways, he is quite accomplished. In a majority of cases, however, the local ad writer has been somewhat like "Our Johnnie," who has won a prize in drawing b'gosh and who forthwith blossoms out into a famous artist—locally. This class of publicity has likewise done its share in giving the merchant cold feet. The local advertisement writer has been mostly a shining example of the trite saying "a little knowledge is a dangerous thing."

The next phase in the evolution was one that bid fair to solve all difficulties. About a year or two ago a famous artist, who had made a reputation for a comic series of newspaper pictures, was induced to draw his comics into advertisements. These were syndicated in electrolyte form all through the United States and Canada to all classes of retailers, the large quantity sold of each electrolyte made it possible to quote extremely low prices to the local merchants. That was the next rise in grade from the old comic cuts of the local engravers, because these drawings were well done by a first class artist of acknowledged standing.

We have now advanced one step further. The idea that it is necessary to have a comic drawing to attract attention is exploded. As a matter of fact a comic cut does more harm to the advertisement than good, for it makes the whole advertisement laughable and when people laugh at a thing they seldom buy it. It is unfortunate that many merchants do not realize this even now. A good joke in picture form still seems to many of them to be the acme of successful publicity. But they are learning.

There are now one or two concerns who, with strong financial backing, supply retail merchants with advertisements, illustrated by the best artists and written by advertising experts who have specially dedicated themselves to the work and who are paid high salaries for their services. The advertisements supplied by those firms are of the same grade as those used by the large department stores and national advertisers; they are scientifically correct and are guaranteed to bring the retailer the maximum of returns. They are supplied to the

**FLORENCE ROBERTS  
THURLOW BERGEN**

—AND—  
**THEODORE ROBERTS**  
of the New York All-Star  
Cast in

**JIM THE PENMAN**

The greatest Detective Play ever  
written. Magnificent production

**North Theatre, Thursday Eve. Nov. 2**

Prices 50, 75, \$1.00 and \$1.50

Odd Names in Old Times.  
Among the good men and true on a jury in Sussex in the seventeenth century were Steadfast-on-High Stringer, Kilt-Sin Pimple, God-Reward Smart and Fight-the-Good-Fight-of-Faith White. Hume's History mentions Mr. If-Christ-Had-Not-Died-For-You-You-Had-Been-Damned Barebone, whose long name defeated its own object, being generally shortened into Damned Barebone.—London Chronicle.

## FOLEY KIDNEY PILLS

Supply just the ingredients needed to build up, strengthen and restore the natural action of the kidneys and bladder. Specially prepared for backache, headache, nervousness, rheumatism and all kidney, bladder and urinary irregularities. For sale by all druggists.



**NORTH THEATRE, Thursday, Nov. 2nd**

## Come In and See

Our line of new and second-hand furniture and stoves. Our line includes everything from a potato masher up to and including the highest grade square piano.

## A LARGE ASSORTMENT

of stoves—cook stoves, ranges, heaters for hard or soft coal or wood. We also have in our

## FURNITURE DEPARTMENT

a fine line of kitchen and bedroom furniture, including tables, dressers, beds and mattresses. In fact, we have the best and largest assortment in the city to select from. No matter what you are looking for we can supply you. We have one of the best and most complete assortment of mattresses at right prices to be found anywhere in this part of the state.

**All Statements Backed by an Absolute Guarantee.**

**E. H. REED**

Eleventh Street Columbus, Nebr.

## 168 DAYS "ON TIME"

A strong factor in the making of a commonwealth is reliable mail service. It will interest Western people to know something about the regularity of Burlington trains between Chicago and the west.

**CHICAGO-OMAHA FAST MAIL No. 7:** The original fast mail train west of Chicago. The last date in 1911 this train reached the Missouri River late was March 16th (six minutes late). Since that date, to and including August 31st (the latest date given for comparison)—a period comprising one hundred and sixty-eight consecutive days, this train has arrived "on time" and has been operated 82,992 miles—more than three times the distance around the world.

**CHICAGO-OMAHA FAST MAIL No. 15:** An exclusive mail and express train, scheduled at forty-five miles per hour, arrived at Missouri River thirty-one days in August "on time." This train has arrived "on time" every day from May 15th to August 31st inclusive—a period of one hundred and nine consecutive days.

**CHICAGO-NEBRASKA LIMITED No. 5:** Arrived at Missouri River "on time" during August, twenty-eight days out of thirty-one; total number of minutes late twenty-five, average loss eight-tenths of a minute per day.

**CHICAGO-OMAHA-DENVER EXPRESS No. 3:** Arrived at the Missouri River "on time" during August twenty-nine days out of thirty-one; total number of minutes late twenty-five, average loss eight-tenths of a minute per day.

Such precision in operating fast trains is possible only with ample power, perfect mechanism, a perfect roadbed and a highly developed organization.

**L. W. WAKELY, General Passenger Agent,**  
Omaha, Nebr.



Dr. H. J. Arnold, office on ground floor, Meridian hotel annex.