Future Possibilities and Conveniencies of Current Power.

DEVELOPMENTS OF THE NEW CENTURY without difficulty. The biggest mogul

Power of Steam and Electricity Tested at Baltimore-'Phones for Trolley Cars-Progress in Other Lines.

In a paper on the anticipated triumph of electricity during the next fifty years, T. C. Martin, in Success for February, de-clares that the farmer, the chemist, the miner and the householder will be among the chief beneficiaries, while railroads will discard steam for the third electric rall-He continues:

Of course, we shall see by electricity. The telescope is a beautiful apparatus, but antiquated in many respects. It is not unlikely that the electric beater and electric fan will be rivaled by mechanism creating the sensations of coolness and warmth more subtly. Electricity, while abolishing many outworn methods and predecessors will, meanwhile, be refining upon itself. It will obtain much of its supply of current directly from fuel without boiler, engine or dynamo. By present methods we get only about 5 per cent from fuel of the possible energy in it; and our best house lights have an efficiency of only about 3 per cent. There lie two great problems for the twentieth century. Electricity will, however, furnish economical "cold-light" lamps, in which no stick or filament of carbon consumes. It will transmit without tangible circuits. It will help to make the balloon as feasible and commonplace as the automobile, but its nature has fair to

"The electrical successes of the next fifty years will depend upon men who have been trained to be electrical engineers and inventors. The triumphs of the past fifty years have been achieved entirely by men who have had no electrical education in their youth and whose mastery of the five 'c's" of electricity-copper, carbon, castings, coal and cascade—is due to their own

'It is not rash to assume that the electrical inventions near at hand will at least equal those of the past of Morse, Edison, Bell, Siemens, Kelvin, Tesla, Sprague and

### Applied Electricity.

Electrical progress in the nineteenth century may be summed up by the Western Electrician in one short sentence. Electricity has been put to work. When the century began philosophers were wondering subject of the preparation of and the exwhat electricity was. Today the exact nature of electricity is still unknown, but the nineteenth century has shown some of the things that electricity can do. The apparatus of that time consisted of experimental devices used solely by scholars and tific teachers. The apparatus of the tions that make the life of the common ple better worth living. We have only ne, the electric light, the electric dectrometallurgy, the electrical transmisthere are few who do not receive the bene- A plate of jest or aluminum used as an fits of applied electricity in the transport of themselves, their messages or their sheetiron plates are placed in the water goods, in the form of light upon their pathway or in other ways that make for bet-

superseded; the value of his services is this treatment the juice realized now as never before, but the elec- limpid and coloriess, and besides the sugar labors of the savant to the improvement The electrical engineer is entirely a prod-

currents and the twentieth, perhaps, a taining about 15 per cent of sugar, century of electric waves. Beyond this few will have the temerity to go. That there is much to be done in improving electrical methods and apparatus is certain.

## Street Car Phones.

The most unique idea yet patented, says the Washington Post, is a device by which grap every trolley car will be provided with a telephone, in connection with the main offices of the company. The prime object of these telephones will be to notify the company in case of a collision or a breakdown, though it may easily be seen that it will only be a step farther to make these telephones public and at the disposal of passengers who may wish to call up any mercantile establishment or friend while in the car. The perfected patent as issued provides for telephone connection only with overhead trolley cars and in that shape the device is already in use in St. Louis. The same inventor is at work on the problem of the proper connection with cars using the underground trolley and has already perfected one scheme, which, on account of the additional cost, is not quite feasible, He believes that underground trolley cars will soon be provided with private telephones, without the expenditure of any money for the installation of another conductor rail in the conduit to feed the cur-

The telephone is more of a necessity in the country, where the cars frequently are miles from a telephone office, and as the overhead trolley poles simplify the problem telephones can be installed in such cars

very little expense. The device is of very simple construction. Two telephone wires are supported. one above the other, on insulators attached to the arm pole, thus rendering the use of cross arms unnecessary. This telephone circuit runs the entire length of the road, with permanent connections to the line wices only at the fixed telephones in the offices or stations. The principal feature of the system, the pole which connects the telephone to the line wires, consists merely of an ordinary fishing pole, the telephone cord running along it in much the same monner as would the fish-line to the reel. Two hooks are fastened to the extremity of this pole, the distance between them being a little less than that between the elephone wires at their points of support. The upper book has a spiral spring connected to it which allows or and gous adjustment of the distance between it and satisfactor in the satisfact sag of the two telephone wires a good contact is sure to be made with both. The

between electricity and steam that is to be a tame affair compared to the splendid and regulates the bowels.

IN THE FIELD OF ELECTRICITY clashing of these motive forces in the nex two decades.

The test of the "third-rail" electric motor system was made in the presence of the leating electricians and financiers of the country. A train of twenty-eight loaded coal cars, together with a heavy dead locomotive and caboose, were hauled from Cambden to Mount Royal up a steep grade steam locomotive was unequal to this task. In using two locomotives at once they were

in the grade. nteresting mostly to electrical engineers. was the fact that in this performance of head system a current of 1,200 to 1,500 was

### Gas or Steam to Turn Dynamos.

Prof. Krone, in making a comparison etween the cost of electric power produced by steam and gas, has calculated the expense of the steam engine, with or withut compensation, including the interest, etc., and the service. To this he adds the ost of an electric installation for 100 horse-power. He makes the cost of a boller inspection bill.

This last collection and the cost of a boller inspection bill. on-condensing engine, and \$0.024 with a unit under similar conditions; the saving is thus 16 per cent, based upon the best of the steam engines. Prof. Krone de-scribes a small electric station which has two gas generators and two gas engines of seventy horse-power each, making 150 revolutions a minute. The speed may be increased 15 per cent when it is desired gas engine is regulated by varying the quantity of the detonation mixture intro-duced, the proportion of the mixture remaining always the same. The gas engine runs with great regularity; when one-balf of its load is thrown off its speed does not rise more than 2 per cent. These engines are connected directly with two direct current dynamos of four to six kilowatts each. Prof. Krone's figures show that during one year the amount of combustible anthraite and coke mixed, which was necessary to produce one horse-power hour of electric energy averaged about 2.3 pounds.

Preparing Sugar by Electrolysis.

The electric current is every day growing more important in industry as new applications for it are found. Not so very many years ago about the only practical use made of electricity was in lighting, while the pressing of cloth and refines copper. In an interesting paper presented at the distribution was voted down by the capital recent Congress of Applied Chemistry at removal crowd. the Paris exposition M. Dupont pointed out another important use for the electric current and set forth at considerable length the result of his researches on the traction of the many kinds of sugar by means of electrolysis. The electrolysic apparatus which he used in his researches was in the main composed of a wooden vat divided into three compartments by porous partitions; the electrodes were metallic plates of various kinds, according wentieth century exists in many applica- to the results he wished to obtain. The electric current employed was from fourteen to fifteen volts and with a volume ensider the electrical telegraph, the varying from twenty-five to thirty amperes per square meter of the anode. In y, electroplating and electrotyping the preparation of sugar from beets and sion of power and even the humble push middle compartment of the electrolyzer button to realize that among civilized men and water in the two end compartments. anode is placed in the sugar juice and compartment to serve as cathodes. The The electrical scientist has not been the soluble bases are separated. Under An attempt to recall the capital remo

trical engineer, who follows the scientist there is found only traces of lime, magand applies the results of the arduous nesia and depending on the anode used, a small amount of the salts of lead or of of existing conditions, has become a mighty aluminum. The sugar remains intact in vantages which the process presents, from uct of the latter half of the nineteenth the industrial manufacturing standpoint of sugar, we can honceforth investigate, iden-

No one can foretell what the electrical tify and adulterate the different sugars development of the twentieth century will with a large number of vegetable sub-Mr. d'Albe well says that the eight- stances. With the current mentioned eenth century may be called one of elec- above it is understood that it takes about trie charges, the nineteenth one of electric an hour and a half to treat a solution con-

## Electrical Notes.

One of the best practical illustrations of the value of wireless telegraphy yet fur-nished is the experience of the English mail boat Princess Clementine, which went ashere in a fog some distance from Ostend, By means of wireless apparatus she tele-graphed to Ostend for assistance, which was promptly furnished.

Some surprising electrical inventions cal-culated to improve street car service have recently been aproved by the patent office. They may perhaps, be accepted as in-dicative in one way of the development of the trolley car of the future, for excellent as some of these vehicles are, inventors are still working indefatigably to improve

them for the public.

One hundred and sixty miles an hour is the speed aimed at by a new electric railway company in Germany under the direct patronage of the emperor. Cars with accommodations for fifty persons each are now being built and will be tried on a thirty-kilometer track. It is intended to use electricity only for the express passenger service, as for freight and local traffic steam is expected to remain the power for a long time.

Outside capitalists recently

power for a long time.

Outside capitalists recently secured control of the Citizens Light and Power company of Rochester, N. Y. and the assertion is made that electric power will be transmitted to that city from Niagara falls. This would be a great, but not unprecedented undertaking in Germany electric power has been transmitted 100 miles, with a loss of less than/10 per cent. Rochester is about that distance from Niagara falls and as 1,000,000 horsepower of electric energy is now being developed at the falls, with unlimited power unutilized, a waste of 10 per cent is inconsiderable.

The United States Naval observatory at

The United States Naval observatory at Washington has been obliged to suspend its series of magnetic observations on acseries of magnetic observations on acays. Researches by M. Edler of the meorological service of Prussia have rently shown that magnetic observations
most be accurately made within five
lies of such a line and that all delicate
servations are affected within double
at distance. It is, therefore, a matter of
little difficulty to select a site for such
observatory that shall remain undisrebed for a century to come.

If you are onto your job you don't ask
once and stop, you keep on asking.

After you have had as much experience
with advertising as some people you will
discover that the innermost secret of success regarding it lies in just one word
persistence.

That will win every time, win almost urbed for a century to come.

The continued preference of engineers and users for direct-coupled generating sets has practically driven the manufacturers of leather and rubber belting from the electrical field. In fact, the question of the electrical field. In fact, the question of a thorough understanding between the builders of steam engines which are to be direct-coupled to generators and the manufacturers of the generator has come to be of such importance that it formed the subject of an address recently delivered by H. C. Ebert before the Engine Builders' association of the United States. The author of the address discussed the question of the United States. The author of the different discussed the question of the could not make up her mind, however.

tact is sure to be made with both. The upper hook being placed in position, the weight of the pole causes the lower to rest securely in place. When not in use it is placed over the door of the car. The phone attached to these wires is inside the car, at one end.

Hattle of the Giants.

The successful test of the "third-rail system" on the belt line of the Baltimore & Ohio railroad at Baltimore recently, was an event that has a wider interest than pertains to mere traction development. It is a noteworthy incident of the "battle royal" in the property of the courted and integral part are successful test of the "battle royal" including generator. The successful test of the "third-rail system" on the belt line of the Baltimore & Ohio railroad at Baltimore recently, was an event that has a wider interest than pertains to mere traction development. It is a noteworthy incident of the "battle royal" including generator to be driven by it.

An interesting innovation has been made by the Hartford (Conn.) Electric Light company. Which is now erecting in its power house a 3.00-horse-power steam turbine is all its functions and requires remarkably little attention. The only real working part is the spindle revolving in its bearings. The bearings have been made by the Hartford (Conn.) Electric Light company. Which is now erecting in its power house a 3.00-horse-power steam turbine is all its functions and requires remarkably little attention. The only real working part is the spindle revolving in its bearings. The bearings have been made to the company. Which is now erecting in its apower house a 3.00-horse-power steam turbine is all its functions of the only real working part is the spindle revolving in its bearings. The bearings have been made to the company. Which is now erecting in its company. Which is now erecting in its power house a 3.00-horse-power steam turbine is all the formation. The only real working part is the spindle revolving in its bearings have been made to the working part for all the power house a 3.00-

Bloating after eating, indigestion, flatu-

# MITCHELL'S FATE IN DOUBT

South Dakota Capital Removal Bill is in the liands of Sendte Committee.

PIERRE, S. D., March 4 - (Special Telsgram.)-At the opening of today's session was present, expecting a fight on the capital removal measure, but in this they were disappointed. The agreement which broke the stalled many times at the difficult curves deadlock of Saturday night prevented any discussion, the bill simply coming up as Another feature of the test, which was special order and passing by a vote of \$7 to 26 without any discussion

The house then took up action on the the third-rail system a current of only house bills and passed the bills to compel 900 amperes was used, while with the over- road overseers to fill abandoned wells and excavations in their districts; making laws governing the insane hospital apply to the Northern hospital; repealing the law allowing townships to furnish seed grain or to permit incorporated towns and villages to be set aside in separate voting precincts; appropriating \$1,000 deficiency for house employes; authorizing county commissioners to offer a reward of not to exceed \$500 in any one case for arrest and conviction of stock rustlers; peddlers' license bill and

This last called out considerable discussion on a motion to indefinitely postponthe cost is found to be \$0.020 for the same and after several amendments it was passed. Egge, Bras, McDougall, Porter and Wooledge favored the bill, which was opposed by Johnston, a threshing machine man. The barbers' license bill was lost, but reconsidered and comes up again to morrow.

The apportionment committee could not agree upon a bill and both the majority o charge a battery of accumulators. The and minority were permitted to introduce bills. The former provides for forty-three senators and eighty-six representatives. while the latter provides forty-three senstors and eighty-one representatives.

adopted to consider all bills passed in the future to have the cinch motion applied to them unless objection is raised. A communication from the governor of South Carolina was presented, asking for representation of the state at the exposition in the city of Charleston. The special committee appointed to investigate the failure of W. C. Bower, chief clerk two years ago to return the written journal, reported that be had filed the same in the office of the secretary of state. The application committee reported favorably on the bill of J B. McCloud of Hermona for the expenses of keeping troops, flying the amount at \$500 others of equal intellectual rank in their at present it drives machinery of all kinds. for codification of laws was favorably respective branches. The greater lies be- bores holes in armor plates, is utilized in ported an effort to receive the second se which he has agreed to accept. The bill ported. An effort to secure the printing of 250 copies of the journal of Saturday for

### In the Senate

The senate passed the senate bills to prescribe penalties for adulterating intoxicating liquors; appropriating \$1.500 to Fred Evans in full for all claims against the state for construction of Soldier's

The capital removal bill went down to the senate and was given its first and second teading and the test came on a motion to refer. The removal crowd asked that it go to the committee on elections and privileges, and the opposition that it go to state effairs, and on the vote it went to the stars affairs committee by a vote of 25 to 18. The sentiment, which was strongly Mitchell yesterday, is swinging back, and today !: tooks as if the measure is killed. The test vote was so strong that the minority de clared its intention to use clubs and kill every measure the majority desires; thu especially in the way of special appropriations, which require thirty votes to carry The first vote was on the appropriation of \$12,000 for the Madison Normal school way or in other ways that make for bet-albuminoidal matter of the juice is coag-terment in industrial processes or in the ulated and precipitated under the action of which lacked five votes of the necessary

An attempt to recall the capital removawas shut off by adjournment.

### factor in the advancement of the world. the positive liquid. In addition to the ad- Though She Has Bullet in Her Brain Her Recovery is Probable.

DEADWOOD, S. D., March 4 .- (Special.) The little daughter of Martin J. Albert of Spearfish valley, who was shot in the head by a revolver in the hands of her little brother, has been removed from the hospital in this city. She will get well, al-The case is considered a remarkable one.

# FREIGHT TRAIN IS WRECKED

Leaves Rails Near Clinton and Twenty-Three Cars Are Smashed.

CLINTON, Ia., March 4 .- (Special Teleever on the Northwestern took place one mile west of Comanche this morning, when cars being derailed and piled up in great confusion. The cars were mostly loaded with grain. Many were smashed and the track was torn up for rods. Two small druggists, bridges were destroyed.

The wreck was caused by a broken wheel which derailed the train just as it had

# Have the Home Beer Jure

Whatever you drink outside, let your home beer be Schlitz. That is pure beer. No bacilli in it --- nothing to make you bilious.

Beer is a saccharine product, and germs multiply rapidly in it. The slightest taint of impurity quickly ruins its healthfulness.

We go to the utmost extremes to prevent that. Cleanliness is a science where Schlitz beer is brewed.

We even cool the beer in plate glass rooms, in nothing but filtered air.

Then we filter the beer. Then we sterilize every bottle.

And Schlitz beer is aged. The beer that makes you bilious is green beer.

When you order beer for your home, get the healthfulness without the harm. Get a pure beer - get an old beer - get Schlitz.

'Phone 918, Schlitz,



THE BEER MILWAUKEE

H. J. Penfold.

DEMAND

resolution from the state affairs committee track was cleared so frains gould pass. the jail, uptown for a round of the salcons was defeated by 25 to 19, and further action | Both lines were completely blocked from 1 one night last week. to 11 o'clock this forenoon. Some of the passenger trains, westbound, run over the GIRL SHOT BUT WILL LIVE Milwaukee tracks, via Subula, and eastbound over the Burlington, Cedar Rapids &

# Nebraska Convicts to Be Cared For at the Anamosa and Fort Madi-

son Penitentiaries. DES MOINES, March 4 .- (Special Telegram.)-The State Board of Control decided though the bullet penetrated her brain. to accept from 200 to 250 Nebraska prisoners you on your summer outings. at the two lowa penitentiaries. The warden at Aanamosa reported he could take nearly 200 and it is known the penitentiary at Fort Madison can take a hundred if necessary. The governor of Ne-

braska has been notified accordingly. the system in as good and healthy a condition as Chamberlain's Cough Remedy gram.)-From the standpoint of damage The greatest danger from these diseases is and delay of trains one of the worst wrenks of their resulting in pneumonia. During the many years this remedy has been in use. no case of a cold or attack of the grin hava freight train was wrecked, twenty-three ing resulted in pneumonia, has ever been reported to the manufacturers, which shows conclusively that it is a certain preventive of that dangerous disease. For sale by all

SCHUYLER, Neb., March 4 .- (Special.)

Northern tracks to Cedar Rapids.

# HARVARD, Neb., March 4.- (Special.)-Christian church at Fairfield. The bride havoc among the cattle of this section, W. Martin.

HYMENEAL.

Morris-Martin.

Don't forget to take a few bottles of Cook's Imperial Extra Dry Champagne with New Lodge of A. O. I. W.

MEMPHIS, Neb., March 4 - (Special ) - A lodge of the Ancient Order of United Work-Grand Master Workman Shultz of Beatrice. A large number of visiting members was by a banquet.

To Install Rev. Long. Rev. M DeWitt Long will be formally installed as pastor of Knox Presbyterian G. F. Williams installed as pastoring. G. F. William church this evening. G. F. William of Bancroft, moderator of this presbytery of Bancroft, moderator of this presbytery. He will be Rev. E. H. Jenks and Rev. T. S. Hawley Omaha. Rev Long has been filling t pulpit of Knex church for about a more and came to the

An exhibition of Relgian hares opens he Schlitz roof garden today and la brough Thursday of this week. It reached the bottom of a steep grade, going at the rate of thirty-five miles an hour. The train crew escaped injury. Steam ers to be acted upon today. The cause of wreckers were ordered from Clinton, Cedar his resignation is said to be his taking Rapids and Boone. After ten hours one Summer Finnegan, a ninety-day tenant of many from outside of the state.

BLIZZARD MAKES ITS VISIT | children. Among the incorporators are:

### Strikes Northwest Nebraska - Cattle Illy Prepared to Withstand Cold Weather.

CHADRON, Neb., March 4 .- (Special Tel-IOWA ACCEPTS PRISONERS Etna Morris and Miss Minnie Martin were of high north winds, rages over the northwest Etna Morris and Miss Minnie Martin were egram.)-A snow storm, accompanied by Three Men Refuse to Bury Smallpox the bride's parents by Rey Hubel of the today. A few such days as this will play a daughter of Captain and Mrs. George grass on the ranges is very short and the

cold weather. storms so far, and the ranges have at no from smallpox.

No treatment for colds and grip leaves present and the installation was followed indian reservation line are in bad condi- York, where he secured the money from the the cattle are in a condition to stand a and taxpayers are indignant over the degreat amount of had weather

### One of the Tenth United States Infantry Companies Arrives at Fort Crook.

Hoyt, Captains Kirby and Sholenberger, are getting along nicely, Lieutenants Walton and Humber and Dr. Wheat, also the headquarters band, with TO HAVE INTERSTATE FAIR forty-eight men, under Band Leader Gross, arrived at 5:30 this morning from Cuba have been doing service in the island for more than two years and the sudden change from a warm climate to the piercing wind of the north is quite a hardship, but the Advertising is simply asking somebody choose on his coming out ahead, and you whole lot of good people whom I very much men are strong and healthy and are mak- egram.) -At the last meeting of the Gage ing the best of it. desire to assist in their efforts to build up

for more than a year, and one of the com- ing here on August 20 to 23, inclusive. All panies of the depot battallon recruited to the premiums were largely increased and full strength, with Colonel Duggan. Cap- the classes were enlarged correspondingly with advertising as some people you will garner, and it rests with the harvester such a thing is impossible. Everything is tain Purssell, Lieutenants Saville and Hand and competition opened to the world in charge, will leave tomorrow for the which is intended to make the fair equal Philippine islands.

### PLATTSMOUTH TIME IS MONEY tractions in Court House Twice.

PLATTSMOUTH, Neb., March 4 .- (Special.) - Judge Jessen arrived from Nebraska City and convened the March term of diswict court this afternoon. The case of the the large Methodist church has been filled State against Eli Jones and the case of to its doors. Rev. G. L. Barker of New the State against Bion Barr were dismissed. Jersey is conducting the meetings and On the mandate from the supreme court many have been converted. The meeting in the Seth Thomas Clock company against for men only yesterday was the largest If our method of doing business seems the plaintiff, compelling the defendant to to the meetings and the interest grows at about right, and you want results from pay for the clock in the court house tower each service. may wish to call it, of the people whom your advertising, let us hear from you and a second time. The county commissioners thereupon ordered that the amount of \$1. 300 be paid at once, which makes the clock it's not necessary to bid it the tearful farecost the county \$3,000. This case has been well which is usually attached to things

> Only Ten Cases in Lincoln. LINCOLN, March 4 .- (Special Telegram.)

in the courts for more than six years.

An Omaha evening newspaper has as- that the banks will not be washed away proverbial "many days" to come back. We serted that there are 300 smallpox cases in do not ask you to have any falth in our this city, when as a fact there are only ter cases and three of these will be discharged from quarantine tomorrow.

> Child Saving Institute. LINCOLN. March 4 .- (Special Telegram.) The Child Saving institute of Omaha filed tary of state today. The object of the com-

Victim Until Remunerated by County.

PAY FOR

Guy C. Barton, George F. Bidwell, E. A.

Cudaby, J. F. Carpenter, C. W. Lyman and

YORK, Neb., March 4 - (Special.)-Dr. E. cattle are in bad condition to stand much B. Hanna of this place experienced difficulty yesterday at Henderson in securing assist-The winter has been remarkably free from ance in the burial of A. C. Russel, who died

time been covered so as to prevent the | Three men, residents of Henderson towncattle from getting at the grass. The ship, friends of the deceased, and who had streams are but slightly frozen and the just recovered from a light attack of small-

stock can easily get plenty of water. Most pox, agreed to assist in the burial, which of the ranchers have enough feed for a was to occur after dark. On arrival of the few bad days of storm and so far have doctor they refused to help unless paid \$25 each. The township officials refused to pay While the cattle north of here along the this and the doctor was obliged to go to tion and on very short range the reports county board of supervisors, returning from the sand hills southeast of here state at once to Henderson. The burial took that the range was never better and that place early in the morning. Many citizens mand for \$25 each. These parties were treated by Dr. Hanns and all expense of SOLDIERS HOME FROM CUBA medicine and medical services for them were paid by York county.

The deceased was a pioneer resident of York county and of Henderson, where he owned a drug store for several years. There are now seven cases of smallpos

FORT CROOK, Neb., March 4 - (Special in Henderson and vicinity, including two Telegram.) - One of the companies of the cases in Henderson hotel. All of the cases Tenth infantry, with Colonel Ewers, Major except this one were very light and patients

### This and the other companies of the Tenth Exhibits and Races at Beatrice to Be Open to the World.

BEATRICE, Neb., March 4 - (Special Tel-County Agriculture society it was decided Company I, which has been stationed here to hold an interstate fair and race meet to the state fair. Negotiations are pending with the owners of some of the best at-

### Cass County Has to Pay for Clock INTENSE REVIVAL AT BROKEN BOW. People Tenvel Thirty Miles to Listen

BROKEN BOW, Neb., March 4 .- (Special.) One of the greatest religious awakenings ever in this town is now in progress, and lass county a judgment was entered for ever in the city. People come thirty miles

> ice Out of River at Fremont FREMONT, Neb., March 4 .- (Special.) --The Platte river is free of ice and nearly the top of its banks. The bridges are all in good condition and no damage is apprehended. The riprap work at the north side of the bridge has been completed, so

any further. Telephones for Humboldt.

HUMBOLDT, Neb., March 4 -- (Special.) The farmers south of this city have started an independent telephone line for their own convenience and have selected committees to push the work among their its articles of incorporation with the secre- neighbors. The line if completed will be connected with the independent system of pany is to care for and shelter homeless this city.

# Advertising Comment.

will win every time.

for something you want. If you are onto your job you don't ask

That will win every time, win almost anything in fact. I was amused the other day when reading an article illustrative of this point. A

girl had two lovers and her affections were

ciation of the United States. The author of the address discussed the question at great length from the standpoint that the engine and generator specifications must be analogous in so far as capacity, speed and regulation are concerned. He also argued that there should be uniformity in rating engines in regard to the overload capacity of the generator to be driven by it.

The principle helds true in love it holds.

The principle holds true in love; it holds true in business; in fact, I do not recall

any place where it will fail. Too often the advertiser gets the idea (before getting any experience) that spending money for advertising is about the same as speculating in wheat and hogs. That it's a gamble anyway, with the chances all ness for them. I trust fram built on in favor of the publisher getting his money and the advertiser getting left.

the great fact which will not down remains as steadfast and immovable as the eternal is far shead of the most of them, and that hills, that given something of merit with a as a business-getter it does not find it the doctor whose patient said she had no hustler back of it, who knows how to begin the feature of twentieth century progress lence or water brash, may be quickly cor- his advertising right, how to keep it going them, is a great and solemn truth, which in mechanics. It is true that the battle rected through the use of Prickly Ash Bit - right, but who has never discovered a right must be told. began several years ago, but the centest is ters. It strengthens digestion, cleanses way to stop it, and if you want to bet on Were I to cover up this important fact I a sure thing you put all the money you would be doing a very great injustice to a

At no time during the last five years have a profitable, paying business.

the prospects for a large business in all In other words, help them push forward lines been so good as they are now. It is to success. simply a case of having a crop ready to Without advertising of the right kind whether he will go out and bring in the yours when you advertise right. sheaves, or whether he will simply sit around and say he is afraid if he does go it basis of making it pay you may rain and if it rains he may get wet.

It takes courage to do any kind of busi- would hardly expect pay for a suit of ness: takes faith, too. If your goods are clothes or a barrel of flour we did not deright and you will advertise them right you liver. ill sell all you can spare this season. Perhaps you are afraid you may not do ceived, no matter what you pay your money business if you do advertise. Well, you for. may be fully assured that you won't do ousiness if you don't advertise.

I am an advocate of good-sized space in advertising simply because it is economy for know anything about, when you can have the advertiser. A two-inch ad is worth a sure thing here. three times as much to the advertiser as a one-inch. Lots of people are influenced by the size of an ad, and in doing business we must as far as possible cater to the ideas or notions or whims, or whatever you you seek to do business with.

There is one thing I hope to accomplish brough this department, and that is to induce advertisers to save some of the good money they are now "throwing at the birds" and put it where it will get busibroader lines than the claiming that this is the only paper there is would seem to

While this may be true sometimes, the indicate. I make no such claim. But that it is as good as there is, that it necessary to take a back seat for any of faith in his little pills.

Keeping Everlastingly

Advertising for this paper is taken on the

If we were in the mercantile business we

You have a right to expect value re-

We propose to see that you get it when

Then why speculate on papers you don't

Buying "balloon juice" and "blue sky"

When you pay us a dollar for advertising

You can regard it simply as "bread cast

Our position is somewhat like that of

"It is not necessary you should have

So we say, just put your ad in the paper.

replied the M. D., "just take the pills."

upon the waters," and in numberless cases

now on record it did not even need the

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