

Modern Merchandising



Have you ever stopped to think about the question of getting your household supplies to the best advantage? Are you perfectly satisfied with the way things are running—with the prices you pay, the quality of the goods, the range of selection and the general question of making both ends meet? Perhaps you buy your supplies from the cross-roads store, just because your grandfather did. Perhaps you are tied up to the general store because you can trade in your butter and eggs at a low price and take it out in trade at a high price. Possibly you have never thought about it one way or the other. It is time to think. You have got to live and support your family. Your income is limited to so many dollars per year, and you have got to figure out the expense account so that things will come out right at the end of the year. If you can make both ends meet nicely and lay aside a tidy sum for a rainy day, you are only doing what every head of a family should endeavor to do, and if you don't do it you are simply inviting misery for the next time the crop fails. If a dollar looks as big to you as we think it does, we want you to think over this question of modern merchandising and see just what it means. It means different things to different people. To some it means buying everything on credit, then mortgaging the farm when settlement day comes around. Others think cheap goods the pathway to economy—the cheap, worthless trash that is advertised so brazenly at "the lowest price on earth." Many people send off to the city and get a jack knife at a 25 cents saving, and then fall back into the old rut in buying the balance of their supplies. Our idea of modern merchandising is to supply all your wants—everything you eat, wear or use—for yourself, your family and the hired man, at an average saving of 15 to 40 per cent, which means that if your yearly purchases amount to \$200, you can save something like \$50; or \$100 if it costs you \$400 a year to live. Are you so well off that \$100, or even \$50 does not interest you? Then again, consider the advantages. Absolutely reliable merchandise of the very best quality, and an unlimited range of selection. New goods. Prompt service. Prices that spell economy, and the certain knowledge that absolute satisfaction is the keynote to every transaction. To make trading with us possible, we issue a catalogue of 1128 pages, in which almost everything imaginable, including Vehicles and Farm Implements, is illustrated, described and priced. This catalogue can be absolutely depended upon and enables you to select your entire bill of merchandise without hurry or confusion and with the certainty that everything will be found exactly as described or you need not keep it. We ask you to get out of your present rut and give our methods a trial. We satisfy others and will satisfy you. There never was a better time than right now to begin, for we have just issued a new catalogue full of the things you will need to see you through this winter, and you can make no better investment than to fill out this coupon and send it to us now while the subject is in your mind. We ask 15 cents, merely as an evidence of good faith on your part. If you will risk 15 cents, we will risk sending you a catalogue that costs us over half a dollar to print and is so big that it requires 26 cents postage. It is our 76 cents against your 15 cents. Will you do it? Write today.

Laying in Supplies: Living from hand to mouth is one way of living, but why not get your supplies on a wholesale basis and avoid the petty annoyances of retail buying, to say nothing of making four dollars go as far as five dollars used to. That's the grocery list you see hanging on the wall. Supplied with loops to hang up with. A postal will bring it. Nothing like groceries for a foundation for a 100-lb. freight shipment.

Montgomery Ward & Co.

Michigan Avenue, Madison and Washington Streets, Chicago

Thousands of readers of this paper noticed our advertisement last month and sent in their application for our Catalogue No. 72. A new edition is just off the press. Requests will be filled in order of their receipt. Do not delay.

Montgomery Ward & Co., Chicago

Enclosed find 15 cents for partial postage on Catalogue No. 72, as advertised in Lincoln Commoner.

Name _____
 (Be sure to write very plainly)
 Postoffice _____
 Route No. _____ County _____ State _____

Catarrh Foul Breath.

If You Continually K'hawk and Spit and There is a Constant Dripping From the Nose Into the Throat, If You Have Foul, Sickening Breath, That is Catarrh.

Large Trial Package Mailed Free

Any person having catarrh always has a bad breath. The sense of smell and taste are nearly always totally destroyed in time so that the person who has catarrh does not realize how loathsome their disease is. They continue their



PROF. C. E. GAUSS—Discoverer of Certain Catarrh Cure and Mankind's Benefactor.

K'hawking-K'hawking and spitting and spitting about promiscuously until they are shunned by everyone and the sight of them is enough to make a well person sick. It gives wonderful relief, especially in those chronic cases where the mucus drops down the throat and lungs, sickening the stomach, and leads to many diseases, including consumption. Catarrh is a deep-seated disease, and local applications, inhalations, sprays, ointments or salves will do no good. A large trial package that will convince you mailed free. Send name and address at once to C. E. Gauss, 1768 Main St., Marshall, Mich.

THE WEEK AT WASHINGTON

It was announced on November 11 that Senator Teller gave notice in executive session in the senate that before action is taken on the nomination of Brigadier General Leonard Wood to be major general he desired to make certain inquiries relating to the nominee's military record.

Representative W. W. Kitchin on November 11 introduced a resolution in the house providing a new article to the constitution, prohibiting national or state legislation establishing or supporting any religion or prohibiting the free exercise of religion, and a resolution repealing the fifteenth amendment to the constitution.

The nomination of Robert Shaw Oliver of New York to be assistant secretary of war was ordered to be favorably reported by the senate committee on military affairs on November 12.

On November 12 Mr. Payne introduced in the house a bill making effective the new Cuban reciprocity treaty. The measure was referred to the ways and means committee. On the same day Speaker Cannon of the house announced the ways and means committee as follows: Republicans, Messrs. Payne (N. Y.), Dalzell (Pa.), Grosvenor (O.), Tawney (Minn.), McCall (Mass.), Babcock (Wis.), Metcalf (Cal.), Hill (Conn.), Boutelle (Ill.), Watson (Ind.), Curtis (Kas.). Democrats, Messrs. Williams (Miss.), Robertson (La.), Swanson (Va.), McClellan (N. Y.), Cooper (Tex.), Clark (Mo.).

It was announced on November 12 that the democratic senators had determined to oppose the ratification of a canal treaty with Panama should the administration enter upon negotiations. The recognition which the United States gave to the new republic of Panama is unanimously condemned, and although there is no op-

position to the canal, it is said that the democratic senators will insist upon a strict compliance with the law in regard to the matter.

The extraordinary session of congress opened in Washington on Monday, November 9. This marks the beginning of the Fifty-eighth congress and a complete organization was effected. Joseph G. Cannon of Illinois was formally elected speaker of the house of representatives to succeed Mr. Henderson of Iowa, otherwise all the old officers of the house were re-elected. Several hundred bills were introduced in the house on the first day, the distinction of being the first falling to a statehood bill for New Mexico, introduced by Delegate Rodey.

At a conference between President Roosevelt and Senator Hanna at the executive offices on November 9 it is reported that the president formally requested Mr. Hanna to retain the chairmanship of the republican national committee and to conduct the campaign next year. It is believed that Mr. Hanna wishes to retire from the chairmanship, but no definite conclusion was reached at the conference between the republican leaders on November 9.

On November 16 the federal grand jury at Omaha returned indictments against United States Senator Charles H. Dietrich and Postmaster Jacob Fischer of Hastings, Neb. The charge is trafficking in official positions.

On the opening day of the extraordinary session of congress, November 9, there were introduced in the house 819 bills, of which 115 were public bills and the balance measures for the benefit of private individuals. On the same day it was announced that the president had had a conference with leading members of both houses of

congress, at which conference the reciprocity treaty with Cuba was discussed, but no conclusion was reached.

A Washington dispatch by the Associated press under date of Novem-

FOR KIDNEYS AND BLADDER

New Discovery by Which all Can Now Easily Cure Themselves at Home—Does Away With Surgical Operations—Positively Cures Bright's Disease and Worst Cases of Rheumatism—Thousands Already Cured.

SENT FREE TO ANY NEEDY PERSON

At last there is a scientific way to cure yourself of any kidney or bladder disease in a very short time in your own home and without the expense of doctors, drugs or surgeons. The credit belongs to Dr. Edwin Turnock, a noted French-American physician and scientist who has made a life long study of these diseases and is now in sole possession of certain ingredients which have all along been needed and without which cures were impossible. The doctor seemed justified in his strong statements as the treatment has been thoroughly investigated besides being tried in hospitals, sanitariums, etc., and has been found to be all that is claimed for it. It contains nothing harmful but nevertheless authorities say it will positively cure Bright's disease, diabetes, dropsy, gravel, weak back, stone in the bladder, loaded bladder, frequent desire to urinate, albumenuria, sugar in the urine, pains in the back, legs, sides and over the kidneys, swelling of the feet and ankles, retention of urine, scalding, getting up nights, pain in the bladder, and such rheumatic affections as chronic, muscular or inflammatory rheumatism, sciatica, rheumatic neuralgia, lumbago, gout, etc., which are now known to be due entirely to uric acid poison in the kidneys—in short, every form of kidney, bladder or urinary trouble in man, woman or child.

That it will do all this is the opinion of such authorities as Dr. Wilks of Guy's Hospital, London; Dr. Frank P. Foster, editor of the New York Medical Journal and author of Foster's Practical Therapeutics; Dr. H. C. Wood, member of the National Academy of Science and a long list of others who speak of it in the highest terms. But all this and more is explained in an illustrated book which sets forth the doctor's original views and goes deeply into the subject of kidney, bladder and rheumatic diseases. He wants you to have the book as well as a trial treatment of his discovery, and you can get them entirely free, without stamps or money, by addressing the Turnock Medical Co., 412 Turnock Building, Chicago, Ill., and as thousands have already been cured there is every reason to believe it will cure you if only you will be thoughtful enough to send for the free trial and book. Write the first spare moment you have and soon you will be cured.

