

# Things Have Changed

In the drug business. Until within the last few years druggists, generally, were content to sit idly waiting for a customer, and when one came in he would look wise and immediately size up the customer with a view to making enough profit from the single sale to pay the day's expenses, for fear he would not have another chance. The drug business at that time was not on a competitive basis. One druggist neither knew nor cared what his neighbor was doing or whether the price of staple goods in his line advanced or declined, his selling price was always just the same.

The department stores in some of the large eastern cities took advantage of this condition and put in drug departments and sold drugs, patent medicines, etc., on a business basis, or according to what they cost. We did not wait for Omaha department stores to take this step, but took it ourselves, which is the reason why we are known as the "Pioneer Cut Price Drug Store of Nebraska." We are in the drug business for business, not for effect or for ethics! For instance, why do we sell Peruna for less than any other \$1 patent medicine? Because more of it is sold, we are warranted in buying it in larger quantities for less money and give the customer the benefit, which is right, we think. Now some of the "moss backs" of the profession, in the drug business, don't like the new order of things, and they are spending more time and money in schemes to crush the "dragon cutter" than they are in improving and taking care of their own business. We don't take any stock in their schemes nor in combines or trusts, and for that reason we propose minding our own business and taking the chances of being allowed the privilege of so continuing, and these prices prove that we are selling goods for a little less money than some would be cut price drug killers.

\$.75 Horlick's Malted Milk	\$.15	1.00 Pure Canadian Malt Whiskey	75c	50c Gardfold Tea	50c	50c Shampoo	50c
\$.75 S. S. S.	\$.14	1.00 Tongaline	75c	50c King's Discovery	50c	15c Clayton's Dog Soap	15c
\$.50 Fellow's Syrup	\$.15	1.00 Fairchild's Essence Peppin	50c	50c Bar-Ben	50c		
\$.50 Vin Mariani	\$.15	1.00 Lactopeptin Powder	50c	50c Pyramid Pile Cure	50c		
\$.50 Peruna, genuine	60c	1.00 Pond's Extract	50c	50c Castoria, genuine	50c		
\$.50 Pierce's Prescription	60c	1.00 Pyramid Pile Cure	50c	50c Hire's Root Beer	14c		
\$.50 Pierce's Med. Discovery	50c	1.00 Uncle Tom's Tobacco Cure	50c	50c Pierce's Pills	15c		
\$.50 Pain's Celery Compound	70c	1.00 Temptation Tonic	50c	50c Burkhardt's Veg. Comp	15c		
\$.50 Whiard Oil	70c	1.00 ORRINE, all you want, at...	50c	50c Packer's Tar Soap	15c		
\$.50 Burkhardt's Veg. Comp	70c	1.00 Wine of Cardui	75c	50c Pilo's Consumption Cure	30c		
\$.50 Warner's Safe Cure	70c	1.00 Listerine (Lambert's)	75c	50c Chamberlain's Cough Syrup	25c		
\$.50 Horlick's Malted Milk	70c	1.00 CRAMER'S Kidney Cure	75c	50c Kondon's Catarrh Jelly	25c		
\$.50 S. S. S.	70c	1.00 Maltine Preparations	50c	50c Gardfold Tea	50c		
\$.50 Duffy's Malt Whiskey	70c	75c Moeller's Cod Liver Oil	60c	50c Beecham's Pills	25c		
\$.50 Iler's Malt Whiskey	64c	75c Hall's Catarrh Cure	50c	50c Humphrey's Specifics	25c		
\$.50 Bromo-Beltzer	50c	75c Mellen's Food	50c	50c Quinacel, Best cold cure	25c		
\$.50 Pinkham's Compound	50c	50c Scott's Emulsion	40c	50c Horlick's Malted Milk	25c		
\$.50 Ayer's Hair Vigor	50c	50c Scott's Emulsion	40c	50c Cuticura Soap	25c		
\$.50 Mother's Friend	40c	50c Scott's Emulsion	40c	50c Cascarets	25c		
\$.50 Scott's Emulsion	40c	50c Scott's Emulsion	40c	50c Carter's Little Liver Pills	15c		
\$.50 Hall's Hair Renewer	40c	50c Scott's Emulsion	40c	50c Bromo-Beltzer	50c		
\$.50 Gude's Pepto-Mangan	40c	50c Scott's Emulsion	40c	50c Kondon's Catarrh Jelly	25c		
\$.50 Allert's Cordial	40c	50c Scott's Emulsion	40c	50c Mellen's Food	50c		
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