

## Desperate Coughs

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### IS IT THE RIGHT PRINCIPLE?

A traveling fakir did a land office business on the State bank corner Saturday selling cheap shoestrings, lead pencils and similar small articles. His method was to attract a large crowd by means of some unique advertising scheme, and to keep them there by a rapid fire of lively oratory, introducing stories and jokes; and of course where there is a crowd there is business, so the fakir reaped a bountiful harvest of golden shekels.

Now, we do not condemn the traveling peddler for doing what was probably at least an honest, if not, as some people might think, an elevating business, and as much of it as possible. It is his way of making a living. But we do wish to use this little incident as a text for a short sermon on home trade.

In the first place, the peddler probably did not charge an extortionate price for the goods that he sold. The profits that he made, while probably easily enough to repay him richly for the time and labor expended, were not a fortune. But can you not see, that with his necessarily large expense account, his selling prices would have to be much higher than the cost prices of the goods, in order to admit of any profit at all; and it is hardly reasonable to suppose that he is in the business for pleasure, or for his health.

Suppose his license and the privilege of selling his wares upon the streets costs him two dollars. We do not know what he paid for his license, but grant that for the sake of the argument. Suppose his board and lodging costs him two dollars a day. Add two dollars for his traveling expenses to the next town, and a dollar for incidental expenses. There is seven dollars that he must clear from his sales before he can call any of his receipts profit. We do not know how near correct these figures are, but they will at least make the idea plain. Point out, if you can, a merchant in your own town whose regular daily expenses amount to seven dollars a day, outside of the cost of his stock, and then reflect that there is probably not one of them but does more business in a day than does this travel-

ing fakir, who was only on the streets a few hours, and you will easily see that in order to make any profit at all his stock must necessarily be of the very lowest quality. If our own merchants carried goods of the same quality, they would sell them for fifty per cent less, and still make a good profit supposing that they paid the same originally for the goods. And it is not probable that an itinerant peddler, wandering from place to place and reaching only the crowds he can attract on the streets, can get better quotations in the wholesale market than regularly established merchants, doing a legitimate business and buying in much larger quantities. As a matter of fact, the wholesale houses that seek the patronage of legitimate merchants will not sell to peddlers, street fakirs and such itinerant dealers at any price, in order to protect their patrons. They buy their goods of certain wholesale houses that make a specialty of catering to this class of trade and do not handle standard goods, or staples, but simply novelties and cheap small articles that can be easily handled and made to sell, not to use. The shoestrings that he sold for ten cents a dozen cost him two cents a dozen. The pencils that he sold at eight for ten cents are sold here for a cent apiece. On the former his selling price exceeded the cost to him three hundred per cent and it is but fair to suppose that his prices on other wares were made on the same basis. Summed up in a few words, the goods you purchased from him cost you far more, considering their quality, than you would have paid any merchant in Red Cloud.

But there is a second side to the argument. It is not concerned with the question of whether or not you can get your goods cheaper in dollars and cents by buying them of a traveling peddler rather than from your home merchant. It is, you might say, the economic side of the question. You never yet saw a community which prospered for long in which the citizens refused to patronize the home institutions. The habit of making your purchases of traveling vendors, or of mail-order houses, if it spreads, has a very evident effect upon the trade conditions of a locality. Buy of your home merchants and you not only in most cases get your goods at a less direct cost considering their quality but part of the money you spend remains at home to build up home industries, to pay the taxes that build the schools, churches, roads and bridges, to keep the price of labor up and to furnish employment for all who want to work. Send your money away and the results will be the opposite; your share of the taxes will be higher or roads will be left unimproved, public buildings left unbuild, and the business life of the community will gradually die out for the want of fuel.

We do not insist that our arguments are incontrovertible. We are merely stating the case as it presents itself to us and giving our own opinion in regard to the case. You are entitled to your own opinion. Reason the situation out for yourself, but not fail to give the indirect economic results of trading away from home the proper weight. If you do not agree with us, we would be pleased to receive your views of the matter and the reasons you have for your views.

### A Simple Recipe.

Everybody in Cedarby owned that Mrs. Hanson was the queen of cooks, but they were likely to add that when it came to explaining the processes by which she arrived at her excellent results she left a good deal to be desired.

"Your scalloped oysters are the best we ever have at our church suppers or anywhere, and you know it," said a neighbor, endeavoring to win special favor from this culinary goddess. "Most folks get 'em either too wet or too dry. I tell 'em I don't know how you manage it so yours are always just right. I don't suppose you could tell exactly yourself."

"Why, yes, I could," and Mrs. Hanson smiled indulgently at the eager, hopeful face of her neighbor. "All I do is butter the dish, put in a layer of oysters, salted and peppered, then a layer of buttered crumbs, then a layer of milk and back to oysters again. Easy as pie, 'tis."

"A 'layer' of milk?" faltered the neighbor.

"Why, yes," said Mrs. Hanson cheerfully. "That's what makes 'em about right—layer of oysters, layer of crumbs and layer of milk. Leastways that's what I do, and you say you like 'em."—Youth's Companion.

### A Welsh Sermon.

The Welsh are noted for their fondness for sermons and music. The annual elisteddod, the national bardic congress, is attended by thousands, who on the great day of festival "chair" the fortunate bard, the winner of the prize.

A similar enthusiasm greets the Welsh preacher who is eloquent in speech and practical in expounding the Scriptures. The following story of a Welsh preacher, told in the "Journals of Walter White," illustrates the graphic, simple exposition which commanded the attention of the congregation:

"Noe worked at the ark, driving nails, plump, plump, plump. The haythen came and said: 'Noe, there's good hunting in the woods here, hares and foxes. Leave your work and come and hunt.' But Noe kept on hammering, plump, plump, plump.

"The haythen came again: 'Noe, there's good beer at the Red Lion. Leave your work and come and drink.' But Noe kept on hammering, plump, plump, plump. And then the rain came, and the flood lifted up the ark and carried Noe away and left the haythen all screaming and squabbling in the water."

### Hats That Improve With Age.

"A silk hat, like wine, improves with age," said a clubman. "The oftener you have it ironed the sleeker and more brilliant it becomes. It costs a good deal at the outset, but in the end it is the cheapest hat to wear. It lasts, you see, so long, and to iron it costs so little. Some folks think the topper very perishable. If it gets soaked with rain, if some one sits on it and crushes it into an accordion, they think it must be thrown away the same as if it were a derby. But not at all. A silk hat can be taken apart and put together again like a watch, and if it gets crushed nothing is easier than to melt off the silk, straighten out the frame and then put on the silk again. In England, the home of this hat, I have known men to wear the same topper for ten or twelve years. And the oftener the old hat is ironed the brighter and finer it shines. Its luster increases with time and friction like the luster of good antique furniture."—Los Angeles Times.

### Anatomy of a Violin.

Taken to pieces a violin would be found to consist of the following parts: Back, 2 pieces; belly, 2; coins and blocks, 6; sides, 5; side linings, 12; bar, 1; purflings, 24; neck, 1; finger board, 1; nut, 1; bridge, 1; tailboard, 1; button for tailboard, 1; string for tailboard, 1; guard for string, 1; sound post, 1; strings, 4; pegs, 4; total, 69. Three kinds of wood are used—maple, pine and ebony. Maple is used for the back, the neck, the side pieces and the bridge. Pine is used for the belly, the bar, the coins and blocks, the side linings and the sounding post. Ebony is used for the finger board, the tailboard, the nut, the guard for string of tailboard, the pegs and the button.

### An English Fling.

"High buildings, sir?" remarked an American contemptuously. "Why, in England you don't know what height is. Last time I was in New York it was a blazing hot day, and I saw a man coming out of a lift wrapped from top to toe in bearskins, and I said to him, 'Why are you muffled up on a broiling day like this?' 'Waal,' he said, 'you see, I live at the top of the bulldin', and it's so high that it's covered with snow all the year round!'"—London Mail.

### The Innocent.

Plaisantin offered in payment of a bill a gold piece which had a suspicious ring. "Here, you've given me one of those fake coins that the counterfeiters have just been arrested for making," said the merchant. "Impossible," answered Plaisantin. "It is dated 1863. If it were false surely it would have been found out before this."

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### He Picked Them.

An English commercial traveler visiting a large Glasgow warehouse made a bet with the manager that he could pick out all the married men among the employees. Accordingly he stationed himself at the door as they came back from dinner and mentioned all those whom he believed to be married, and in almost every case he was right.

"How do you do it?" asked the manager in amazement. "Oh, it's quite simple," said the traveler, "quite simple. The married men all wipe their feet on the mat; the unmarried ones don't."—Glasgow Times.

### Apprentice Examination.

Preliminaries for membership in the Ananias club: "You may not believe it, but:" "Now, leaving all joking aside:" "Seriously now;" "It may seem strange, but:"—Chicago Post.

### With a Little Help.

"Your customs are enough to make any civilized man boil!" exclaimed the missionary indignantly. "With the help of a little dry wood," assented the cannibals gravely.—Puck.

### How He Judged.

First Man—Writing must have been very expensive in the middle ages. They used feathers for pens. Second Man—Why should they be expensive? First Man—Well, I was only judging from my wife's hats.

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