

THE CHIEF
 PUBLISHED BY
W. L. McMILLAN.
 One year \$1.00
 Six months .50
 PUBLISHED EVERY FRIDAY

Entered at the post office at Red Cloud, Neb., as second class mail matter.
ADVERTISING RATES:
 Local advertising 5 cents per line per issue.
 Local advertising for entertainments, cou-
 serts, socials, etc., given by churches, charitable
 societies, etc., where all moneys raised there-
 from are used wholly for church or charitable
 societies, first ten lines free and all over ten
 lines 2 1/2 cents per line per issue.
 Local advertising of entertainments, concerts,
 recitals, etc., where per cent is given to pro-
 moters, 5 cents per line per issue.

DISPLAY ADVERTISING.
 One column per month \$7.00
 One-half column per month 3.50
 One-fourth column per month 1.75
 General display advertising 18 1/2 cents per
 inch per issue.

Jell-O, the New Dessert,
 pleases all the family. Four flavors:—
 Lemon, orange, raspberry and straw-
 berry. At your grocers. 10 cts. Try
 it today.

The scripture says: "He is worse than an infidel who provideth not for his own household." The fusion press throughout the country is belittling itself by trying to make its readers believe that the election was won by appealing to the people's stomachs rather than their reasons and hearts. Democrats have always been known to get real reason and good sense badly mixed up with jingoism.

Senator Allen has twice been rejected by the people of his state. In 1898 he made a careful canvass of Nebraska and labored hard for the election of a fusion legislature. He was turned down. The death of Senator Hayward gave him a second lease of life at the hands of Governor Poynter who appointed him to fill the vacancy. The late election gave him a second turn down and if he desires to serve the people he will return to his practice of law and possibly seek a position as district judge in his own judicial district.

In reply to an inquiry as to what should be done to restore the democratic party, Senator Catchings of Mississippi, says: "Drop free silver, drop fusionism, drop the cry of government by injunction, drop the cry of imperialism and militarism, drop all discussion about the Philippines until peace has been restored, drop appeals to the passions and prejudices of the idle and discontented." All of which is very wise advice. The query that suggests itself however, is: "What would be left of the democratic party if all these things were dropped?"

The democratic party has produced some of the nation's greatest statesmen. It is to the advantage of the people that the two parties alternate in control of national affairs, as one is a check on the other; but populism has never been popular, and it never will be. A populist is an agricultural anarchist. A populist is a man who declares that industry is discreditable; that thrift is a crime, and respectability suspicious. Americans do a great deal of grumbling, but they will never submit to populism in the nation, for it would mean national dishonor. Thousands of thoughtless people will cheer for reputation, but reputation is a serious thing; a nation cannot afford it. W. J. Bryan is a populist.—*Atchison Globe.*

So many questions have been asked concerning Mr. Bryan's vote in his precinct, ward and county that the official figures have been dug out of the records. The following is the official returns of the last election compared with the vote of 1896:

	1890		1896	
	M'K	Br'n	M'K	Br'n
Precinct	208	106	138	102
Ward	924	523	828	511
City	4162	2893	3848	2886
County	7565	5677	6568	5677

It will be seen that in all save the county, which, curiously enough, gave Bryan exactly as many votes as four years ago, the democratic candidate received a few more votes. McKinley, however, received an enormous number of additional votes, thus greatly increasing his pluralities.

Four years ago McKinley carried Bryan's election precinct by 96; this year by 102. He carried the ward in 1896 by 317; this year by 402. He carried the city in 1896 by 1012; this year by 1,568. He carried the county by 880; this year by 1888.—*State Journal.*

A Cure for snake-bites.
 Another treatment of snake-bites is now added to the long list of entries that have come from many countries. It is said that the natives of Australia have comparatively little fear of snake-bites. They keep always at hand a piece of string made of human hair. This string is tied tightly three or four inches above the bite, a small circle an eighth of an inch deep is cut around the two fang punctures with a knife, and the largest vein below the bite is slit to allow the blood to run out. The last stage of this heroic treatment is the turning on of a stream of water to the affected part and the rubbing down steadily of the limb for about twenty minutes.—*Pittsburgh Dispatch.*

ALMOST FORGOTTEN.
Incidents of Every Day Life Which Very Few People Stop to Think About on Account of Their Littleness.

Some of the boys have heard of the lawyer who said he was the coming man.—The coming man now is called S. Claus.—Two men who have already arrived and have come to stay for a few months are named Tom and Jerry.—Many of our citizens will get intimately acquainted with them during their stay.—Some of them will regret the acquaintance for a short season but will want to renew old friendship again.—The summer girl has gone but buckwheat cakes and maple syrup are here to take their place.—The first of the year is coming and it is a good time to settle up every little floating debt.—While you are doing this remember that little floating debt you owe us on subscription.—Those owing two, three, four and five years preferred.—New Years promises are so hard to keep and so often broken that a good man of this town has promised himself to be more wicked than ever just to see what the effect will be.—Girls may think there is no harm in an innocent flirtation and there is none, but there is no such thing as an "innocent flirtation."—This is what a Kansas editor says of it:—"A flirtation added to a girl's education is like brushing the down from the peach, robbing the rose of its perfume, taking pretty unconsciousness from the baby, etc., etc.—Then girls should hear what men say about a flirt; men are mighty mean.—There is no danger, particularly, in the man who wrinkles his forehead up and down, but beware of the man who wrinkles it east and west, he is a killer."—It is wonderful what a large amount of money a newspaper is supposed to get out of the campaign funds, etc., before election and how really little it does get for the extra expense and trouble it goes to in booming candidates.—Talking in this line how very seldom is a newspaper man recognized when it comes to the distribution of the loaves and fishes.—In the distribution of positions under the new administration of the state's affairs the newspaper man will be in it like 16 to 1.—There are so many yellow hammers who "saved the state" who want a position that the editors are afraid to ask for their dues for fear they will be placed in the same class.—A Yankee girl has discovered that a piece of sand paper tied to each ankle will produce a good imitation of the frou frou of a fifteen dollar silk skirt.—What a god-send this will be to her best fellow when he wants to light his cigar in wet weather.—Now that it is getting cold weather and you feel lonesome and don't know where to go for amusement your mind can revert to the fact of how pleasant it would be if we had an auditorium or opera house where one could enjoy a good play for a few hours.—Of course you can go to the saloon, the club or the (p. d.) and pass your evenings, but there are many of our citizens who are not partial to any of these.—Let your children find amusement at night in the back alleys and when your farmer customers come to town to spend an evening point out the place where they can get rid of their ready money the quickest.—On Thanksgiving day it has been arranged to have a ten mile free for all walking match in this city.—The fat, the lean, the rich and the poor can go into this on an equal footing.—The ice men have given way to the coal men who are now raking in the shekels, the former however are making ready for the harvest and will be ready to do up their patrons next summer.—According to a late decision of the supreme court it will be Judge Edson for the next year.

NO MAN IS STRONGER THAN HIS STOMACH.

The stomach is the vital center of the body. It is the organ from which all other organs are fed. A weak stomach means a weak man. There never was a strong man with a weak stomach. What is called "weak stomach" is in general a diseased condition of the stomach and other organs of digestion and nutrition, which prevents the proper digestion of the food which is taken into the stomach, and so reduces the nutrition of the body. When all food is taken away the body starves. When the food eaten is only digested and assimilated in part, and the body is partly starved. And this starvation is felt in every organ of the body dependent on the blood which is made from food.

The great variety of the cures performed by Dr. Pierce's Golden Medical Discovery is due to its remarkable power to heal diseases of the stomach and allied organs. It cures through the stomach diseases seemingly remote, but which have their origin in a diseased condition of the stomach and the other organs of digestion and nutrition. "Weak" heart, lungs, kidneys and weakness of other organs is cured with the cure of the weak stomach.

Mr. Thomas A. Swarts, Box 103, Sub-Station C, Columbus, Ohio, writes: "I was taken very sick with severe headache, then cramps in the stomach, and food would not digest, then kidney and liver trouble, and my back got weak so I could scarcely get around. The more I doctored the worse I got until six years passed. I had become so poorly I could only walk in the house by the aid of a chair, and I got so thin I had given up to die, thinking that I could not be cured. Then one of my neighbors said, 'Take Dr. Pierce's Golden Medical Discovery and make a new man out of yourself.' The first bottle helped me so I thought I would get another, and after I had taken eight bottles I was weighed and found I had gained twenty-seven (27) lbs. in about six weeks. I have done more hard work in the past eleven months than I did in two years before, and I am as stout and healthy today, I think, as I ever was."

Dr. Pierce's Pleasant Pellets cure constipation.

ALL WEEK SALE.
 At no time has any store offered you such prices as we now offer you. Our big reductions during this sale is of vital importance to you as it comprises so many things you need now. You cannot afford to stay away from our store.

We Invite Inspection. We Urge Comparisons.
FROM SATURDAY TO SATURDAY.
SALE--November 24 to December 1 Inclusive.
Sell at any cost the order of the week.

Wednesday and Saturday
 we offer
Dress Linings Free.
 6 yards cambric.
 2 yards duck.
 2 yards waist lining.
 1 spool thread.
 1 set hooks and eyes.

With every dress pattern at 50c per yard or better. Our entire stock of new a seasonable merchandise to choose from.

Extraordinary sale of
UNDERWEAR.
 We put the knife in deeper and deeper each week.

Men's fleece lined pants and shirts 29c
 Men's extra heavy wool fleece underwear \$1.00
 Men's silk finish underwear 45c
 Children's camel hair vests and pants any size while they last 12c
 Women's fleeced underwear 25c
 Women's fleeced ribbed underwear 45c
 Women's fleeced underwear 50c
 Special prices on union suits at 25c, 50c and \$1.00.

CALICOES.
 Blacks and reds 4c
 Black and white 5c
 Blue and white 5c
 Gray and white 5c
 All standard weaves.

CRASH.
 Grey cotton crash 5c
 Unbleached linen crash 7c
 Unbleached linen crash 10c
 Unbleached linen crash 11c
 Bleached linen crash 12c
 Bleached linen crash 13c
 Bleached linen crash 14c

Outing Flannels.
 Light colors 5c. Dark colors 5c, 6c, 8c, 9c and 10c.

Not the dull dead or the gaudy glaring horrors you find offered as bargains.

FLANNELETTES—Special bargains
 at 6c, 7 1/2c and 10c.

INDIAN HEAD MUSLIN—At a little more than half price per yard, 6c.

Jackets and Capes.

127, ladies black Kersey, mercerized sateen lining, sizes 32, 34, 36, regular price \$7.00, sale price \$5.00
 430, great Kersey, mercerized sateen lining, sizes 32, 34, regular price 7.00, sale price \$5.00
 470, castor and blue grey Kersey, mercerized sateen lining, sizes 32, 34, regular price \$7.50, sale price 5.75
 476, red Kersey, plain Skinner satin lining, sizes 32, 36, regular price \$12.50, sale price 10.50
 499, castor Kersey, Skinner satin lining, sizes 32, 36, regular price \$12, sale price 9.60
 372, castor Kersey, mercerized sateen lining, sizes 32, 38, regular price \$10.00, sale price 7.65
 436, castor Kersey, Skinner satin lining, sizes 32, 34, regular price \$12.50, sale price 10.00
 436, red Kersey, applique trimmed, Skinner satin lining, size 34, regular price \$12.50, sale price 10.00
 436, castor Kersey, applique trimmed, Skinner satin lining, size 34, regular price \$14.00, sale price 10.50
 493, Havana brown Kersey, applique trimmed, Skinner satin lining, sizes 34, 36, regular price \$12.50, sale price 10.00
 370, castor Kersey, fur trimmed, Skinner satin lining, size 32, regular price \$12.50, sale price 9.50
 388, castor Kersey, fur trimmed, Skinner satin lining, size 32, regular price \$17.00, sale price 12.50
 109, 2504, castor Kersey, applique trimmed, Skinner satin lining, size 34, regular price \$12.50, sale price 9.50
 463, Havana brown Kersey, applique trimmed, Skinner silk lining, size 34, regular price \$15.00, sale price 11.00
 456, black boucle, mercerized sateen lining, sizes 34, 36, 40, regular price \$7.50, sale price 5.75
 707, crushed plush cape, beaded, Thibbet fur on edge, mercerized sateen lining, sizes 36, 38, regular price \$10, sale price 7.50
 740, plain plush cape, Thibbet fur on edge, Rademe satin lined, sizes 38, 40, regular price \$12, sale price 9.00
 766, plain plush cape, Thibbet fur on edge, mercerized sateen lined, size 36, 38, regular price \$10, sale price 7.65
 723, crushed plush cape, Thibbet fur on edge, mercerized sateen lining, 36, 38, 40, regular price \$13.50, sale price 10.00
 757, plain plush cape, bear fur on edge, mercerized sateen lined, sizes 34, 38, regular price \$10.00, sale price 8.50
 503, boucle cloth cape, Thibbet fur on edge, mercerized sateen lining, sizes 34, 36, 38, regular price \$4.00, sale price 2.79

MARVELOUS Dress Goods Sale
 AT JUST HALF PRICE,
Wednesday, Friday and Saturdays.

On these two days we place on our center table the following dress and many others at just one-half original price.

One piece, blue and brown wool novelty, 60c per yard, selling at half the price.
 One piece wool plaid novelty, 75c per yard, selling at half the price.
 One piece black serge, 25c per yard, selling at half the price.
 One piece green mixed wool novelty, 90c per yard, selling at half the price.
 One piece purple and check flannel, 50c per yard, selling at half the price.
 One piece gray and brown novelty cashmere, 50c per yard, selling at half the price.
 One piece of red and blue mixed novelty, 50c per yard, selling at half the price.
 One piece black serge, 30c per yard, selling at half the price.
 Fifty to 75 pieces in all on display at one-half price.

WAISTS.
 At less than Actual Cost.

\$5.00 satin waists \$3.50
 4.50 satin waists 3.25
 4.00 satin waists 2.75
 4.00 French flannel waists 2.75
 3.50 French flannel waists 2.50
 2.50 French flannel waists 1.99

Fascinators.
 We have a big line of fascinators we wish to close out at exceptionally big reductions.

MEN'S GLOVES—Special prices on men's gloves at 25c, 45c, 65c and 90c.

Overshoes for men, women and children at less prices than anyone else is showing for similar goods. Special reductions in shoes and hosiery. Farmers bring us pour produce. You will find we have a better market for butter and eggs than other merchants. Large and complete line of groceries at the right prices.

Nebraska Mercantile Company
 THE PEOPLE'S POPULAR BARGAIN STORE.

PLATT & FREES CO.
Chicago Lumber Yard,
 RED CLOUD, NEBRASKA.
Lumber, Lime, Coal and Cement.

TRADERS LUMBER CO.
 DEALERS IN
LUMBER AND COAL
 building material, Etc.
 RED CLOUD. NEBRASKA

JACK OF ALL TRADES
 OUR NEW "LITTLE GIANT" 1 1/2 H. P. GASOLINE ENGINE,
 WORTH ITS WEIGHT IN GOLD TO EVERY STOCKMAN AND FARMER.

How many of you have lost the price of this Engine in one day on account of insufficient wind to operate your wind mill, leaving your stock without water. Get one now to do your pumping when there is no wind or to do it regularly. Weather does not affect its work, hot or cold, wet or dry, wind or calm, it is as safe as the same to this machine. Will also shell corn, grind feed, saw wood, churn butter and is handy for a hundred other jobs, in the house or on the farm. Costs nothing to keep when not working, and only 1 to 2 cents per hour when working. Shipped completely set up, ready to run, no foundation needed, a great labor and money saver. Requires practically no attention, and is absolutely safe. We make all sizes of Gasoline Engines, from 1 1/2 to 75 horse power. Write for circular and special prices.

FAIRBANKS, MORSE & CO., OMAHA, NEB.

W. B. ROBY,
 DEALER IN
Flour, Feed, Oats, Corn,
 Baled Hay and Coal Oil.
HARD - AND - SOFT - COAL.

No. 1 Third Avenue, Red Cloud, Nebr., Phone No. 51. □
City Dra and Express Line.
 B. W. ROSS, PROP.
 Goods Delivered to any part of the city.

Charges as low as the Lowest!
 CITY AGENTS FOR ADAMS EXPRESS CO.
 TELEPHONE NO. 52.
The Chief, \$1 per year.