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VOLUME 43

RED CLOUD, NEBRASKA, MAY 13, 1915.

NUMBER 20



Overland Model 81

ANYONE CAN DRIVE AN OVERLAND

The electric control buttons on the dash start, stop and light it. Nothing could be simpler. No other arrangement could be as convenient.

The long wheel base, large tires and underslung rear springs insure complete comfort on the road at all times. The high tension magneto means dependability under all conditions. The Overland is, in every sense, an all-around family car. It was designed to make driving and riding comfortable. In no other car can you get so many comforts and conveniences—unless you pay a much higher price which is absolutely unnecessary.

Model 81—\$850 F. O. B. Toledo

James Peterson

Red Cloud - - - - - Guide Rock

Franklin H. S. Team Defeats Red Cloud

On last Friday afternoon the Franklin High School ball team crossed bats with the local High school team and defeated them in a listless game by a score of 14 to 11. The Red Cloud team entered the game over confident by the decisive defeat of Cowles on the fore part of the week, and together with loose playing and inability to hit in times of need caused their defeat. Gross errors by Kidd and Lindley were responsible for several scores and were the starting of several batting rallies by the Franklinites.

Molke pitched for Franklin and was touched for eleven hits and eight free trips to first base. Polnick and Giger both hit the leather for home runs while Pope was content with a two bagger. Franklin caused Zeiss to withdraw in the fourth inning after he had been touched for six hits. Polnick finishing the game allowing only a six hits and had the game won only to have it thrown away on passed balls and errors in the ninth.

The locals have the material for a strong team and with a little working together would develop a strong team, having a strong line of hitters and slab artists. Friday's game proved the fact that the boys were not capable of taking all chances offered them by their opponents. Stupid base running lost them at least three runs and would have turned the game into a different score. Beno the midget short stop of the visitors was the star of that aggregation in both fielding and batting, his work in the short field being remarkable, while at the plate he connected for three safe blows out of five times up.

We have a few words to say of the officiating of the Franklin umpire, if he could be called one after four innings of sublime efforts towards his own team was requested to leave the field and his successor the Professor from Franklin helped matters little. They officiated in a manner that drew only the jeers from the crowd and while their duties as umpiring bases was only a small part of the officiating it caused a good deal of hard feelings. Any Red Cloud runner—who stealing bases was a sure out if the visiting umpire saw him. The following is the score:
 1 2 3 4 5 6 7 8 9—R H E
 Franklin. 3 1 1 2 0 0 3 4—14 12 5
 Red Cloud. 1 2 1 1 2 3 1 0 0—11 11 9
 Batteries—Franklin: Monkie, Ream and Jastrum. Red Cloud: Zeiss, Polnick and Pichler. Umpire Hassinger for Red Cloud.

Editors And Preacher Address Business Men

The Commercial Club met Tuesday at the Royal hotel, for its regular monthly discussion of matters that relate to the welfare of Red Cloud.

After an elegant five course "feed," which only the Royal knows how to serve, F. E. Maurer as toastmaster introduced A. B. McArthur of The Chief. The editor, after a few happy remarks as to his oratorical abilities, sprung a manuscript and gave his hearers many ideas as to "The Value of Advertising." He explained how it was not the long wordy advertisement that people read, but it is the ad that is right to the point that people notice. In speaking further on the subject Mr. McArthur said that if merchants would advertise as consistently as Sears & Sawbuck, etc., that they would get better returns.

Editor W. D. Edson of the Argus, seemed to have gotten his "foot into it" last week by publishing what he would do with \$400 if he had it. The Commercial Club waited on him immediately, and he explained all in a lucid and convincing manner, taking as his subject, "How Can \$400 Be Spent To Best Advantage For The Good of The City." Mr. Edson said that what Red Cloud needed was co-operation with the farmers in the vicinity of Red Cloud. He said that the farmers did not care for our smokers and feeds, but were interested in good roads, and that if we could raise this money the people in the rural districts would soon find our wares and come to our town.

Rev. J. L. Beebe was next introduced and made many beneficial and instructive suggestions on the subject, "How and What To Advertise." He explained the history of advertising, and said that it was over 3000 years ago that the first ad was put out to the public. Mr. Beebe gave many instances where cities had improved their business by judicious advertising. James Mitchell, W. D. Edson and Walter Marshall were appointed to make arrangements for the June meeting of the club.

In this week's issue will be found the annual report of City Clerk O. C. Teel, which for lack of space we were unable to publish last week.

Mrs. Geo. Harris was operated on this week in Hastings and her many friends hope for her speedy recovery.

A Great Line of

Straw Hats
 Silk Hats
 Oxfords
 Shirts
 Trousers
 Suits

Pay Cash and Get Stamps : :

PAUL STOREY

The Clothier

WE REQUEST THE PLEASURE



Of conferring with you as to your Account. While adhering to a policy of safety and conservatism, we make it a point to give to our customers close personal attention and an intelligent recognition of their needs. If the highest character of personal banking service appeals to you we shall esteem it a favor to be honored with a visit from you.

WEBSTER COUNTY BANK,
 RED CLOUD, NEBRASKA
 CAPITAL \$25,000

DENTIST
R. V. NICHOLSON

ALL WORK DONE WITH LEAST PAIN POSSIBLE

PRICES REASONABLE

ALL WORK POSTIVELY GUARANTEED

OFFICE OVER ALBRIGHT'S STORE

Help Us Pick The Most Popular Girl in Red Cloud

The best qualified people we know of to settle this momentous question are folks who carry the

PARKER
 LUCKY CURVE
FOUNTAIN PEN

Every owner of a Parker Pen is entitled to one vote for every cent the pen costs. A \$2.50 pen will count for 250 votes—a \$4 pen for 400 votes and so on. Every one who purchases a Lucky Curve Pen of us during the contest gets double votes. Ask us for folder giving rules of contest.

The winner of the contest will receive a beautiful pearl and gold mounted \$7.00 Parker Lucky Curve Fountain Pen as a prize.

Contest ends June 15. Read the rules and go to it. Watch our windows for daily records.

E. H. NEWHOUSE
 Jeweler and Optometrist

HENRY COOK, M. D.

DEALER IN

DRUGS, BOOKS, STATIONERY, SCHOOL SUPPLIES AND TOILET ARTICLES

We Put It Up To You



DEAR MADAM:--

Ask yourself a question or two and answer them fairly and squarely. Then figure if you are getting what's coming to you in the way of dress.

Do your dresses look as attractive as some of your friends and neighbors, who pay the same price? Does the material put in your dress have the quality that you pay for?

If you get the right goods at the right prices you are bound to overcome a lot of difficulties. We are showing a beautiful line of Summer Dress Goods and Trimmings, and we are sure we can please you.

Our time against yours—will you look?

Roscoe P. Weesner & Co.