

COL. J. H. ELLINGER
AUCTIONEER
Is now ready to place your sale dates. Ask any one as to my qualifications or whom I have listed sales. Independent phone on 1st. Write wire or call Red Cloud, Neb.

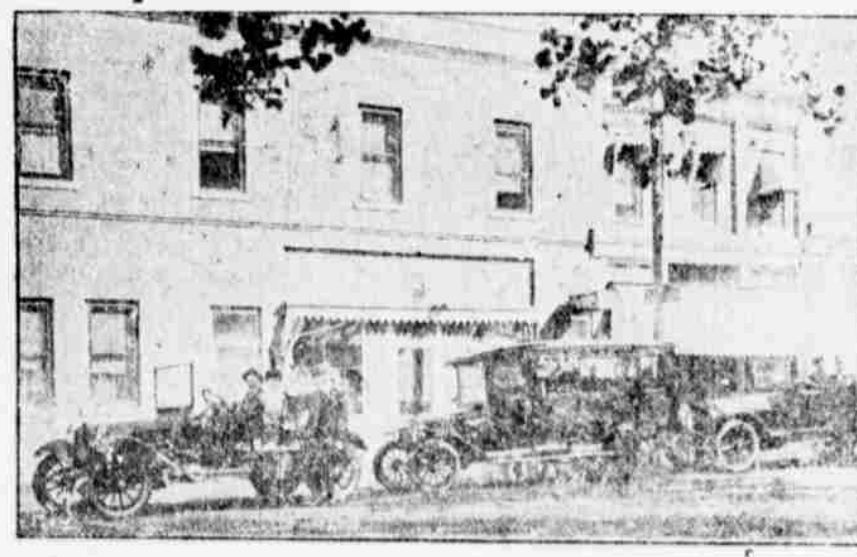
The Hamilton-Cather Clothing Co.
Successors to Paul Storey
Everything a Man or Boy Wears
Red Cloud Nebraska

Wall Paper, Paints, Oils and Varnish
PICTURE FRAMING
(Work Guaranteed)
Electrical Goods of all Kinds
Will Wire Your House And Furnish You the Fixtures
E. S. Garber

Dr. A. E. Boles
OSTEOPATH
Physical Diagnosis Laboratory
CONSULTATION AND EXAMINATION FREE
"Osteopathy the Science of Healing by Adjustment." Given to the World by A. T. Still, A. D. 1874.
OFFICE OVER SMITH SHOE STORE
BOHL PHONES RED CLOUD, NEBR.

C. H. Miner Dr. S. S. Deardorf, M. D., C. Veterinary in Charge
Manager
C. H. Miner Serum Co.
—PRODUCERS—
Anti Hog Cholera Serum
Red Cloud, Nebraska
Wire or Phone at Our Expense
U. S. Veterinary License No. 43

KODAKS
Better Kodak Finishing And Developing.
A Full Line of Supplies
ROLLS DEVELOPED—10c
MAIL YOUR ORDER TO US
Stevens Bros.



Auto Hearse - Horse Hearse
ED. AMACK
UNDERTAKING
(LADY ASSISTANT)
ALL THE PHONES RED CLOUD, NEB.

The Time to Build is NOW
The open winter affords a chance to get that repair work done while the weather is nice
COME IN AND PLAN NOW
Malone-Gellatly Co.
"TALK WITH US ABOUT YOUR PLANS"

And Chloroform Costs Money. It isn't the most inspiring thing in the world to see a man dig down into his pocket, pull out a purse, unwrap the blame thing, fish around for a nickel, look at the coin three times and squeeze it to make certain it isn't a dime when he makes a purchase. But you can bet that when this kind of a lad dies they don't have to take up a collection to bury him.—Cincinnati Enquirer. True. But think how he suffers making out his income tax return.—New York Telegram.

DR. CHAS. E. CROSS
DENTIST
OVER STATE BANK
Red Cloud Nebraska

R. E. CAMP, D. C.
Chiropractor
Phones Independent 212
Bell Red 161

Dr. R. V. Nicholson
Dentist
ALL WORK GUARANTEED
OFFICE OVER ALBRIGHT'S STORE



When the Firemen Appear
the insured man's first thought is one of thankfulness that he is so. How about your thoughts if a fireman should appear at your home?
The Day Before the Fire
is the day to insure. As that day may be tomorrow for all you can know or do, it follows that prudence would impel you to step in our office to-day and have us issue you a policy.
O. C. TEEL
Reliable Insurance

THE RED CLOUD CHIEF
Red Cloud, Nebraska
PUBLISHED EVERY THURSDAY
Entered in the Postoffice at Red Cloud, Neb. as Second Class Matter
A. E. McARTHUR PUBLISHER
THE ONLY DEMOCRATIC PAPER IN WEBSTER COUNTY

New Advertising Service
The Chief takes pleasure in announcing that it has just closed a contract with the Bonnet Brown Sales Service of Chicago, for the exclusive use of their complete advertising service in the local field for a period covering a little more than a year.
This is one of the most important announcements ever made by a Red Cloud newspaper for the Bonnet Brown Co. occupy front rank in the advertising service field of the entire country and their high class illustrations and effective advertising copy, have long appeared in leading magazines and metropolitan dailies.
Such papers as the World-Herald in Omaha, carry the Service for their advertisers and scarcely an issue of the World Herald appear which does not carry a number of Bonnet-Brown illustrations. In Lincoln such stores as Rudge and Guenzel regularly use the service as an aid in preparing their newspaper announcements but it is only recently that a plan has been devised by which the service could be extended to the use of newspapers in the smaller towns and cities.
The Fremont Tribune, Kearney Hub, and Superior Express are among the prominent Nebraska dailies which have arranged to give their advertisers this service under the new arrangement, together with such weeklies as the Aurora Register, Schuyler Sun, Wayne Herald, and Seward Tribune, all leaders in their field, and our arrangement is such that it practically adds a complete staff of effective copy writers and expert advertising illustrators to the Chief staff, in other words, advertisers in the Chief now have access to exactly the same advertising service that is used by the biggest advertisers in the big city dailies,—a service which would represent an outlay of hundreds of dollars if contracted for by the merchants themselves but which we propose to furnish to Red Cloud Advertisers at merely nominal cost.

Understand, this is not a money making proposition from our standpoint, on the contrary it represents quite a heavy outlay on the part of the paper and our profits if any will come indirectly, thru the improved appearance of our advertising columns, and thru the more liberal use of our space by local merchants, which the use of the Service will certainly justify.
Not only here in Red Cloud but thruout the country the question of better community advertising is up for serious consideration. Mail order and city store competition is constantly getting keener and it is squarely up to the merchants in the smaller cities of the country to get their announcements up in such an attractive way that they are sure to secure results, and incidentally increase their profits by securing a larger volume of business from their immediate trade territory. The day is past when the merchant merely desires to "keep his name before the public." He must do more, he must go after business and get it.
And this new Advertising Service will help Red Cloud Advertisers to do that very thing, it will help them to prepare their advertisements in such an attractive way that they are bound to be read and acted upon.

With the service, liberal space regularly used, which is the secret of real advertising, cannot help but prove profitable, especially in a paper like the Chief which thoroughly covers its field and has an extremely low advertising rate, circulation considered.
A number of merchants have already arranged to use the service in this city but it will be worth while for all to see it. Call and ask us about it, and let us explain how it can be used most effectively in your own business or just phone and we will call and remember the Chief is the only local paper which can render you such co-operation in the preparation of real business getting announcements.

More towns die for want of confidence on the part of business men and lack of public spirit than any other cause. When a man in search of a home or a business location goes into a town and finds everything brim full of hope and enthusiasm of the prospects of the place, and all earnestly at work to build it up, he soon becomes imbued with the same spirit, and as a result he drives down stakes and goes to work with the same interest. When, however he goes to a town where every one expresses doubt and apprehension for the future prosperity of the place, moping about and indulging in mournful complaints he naturally feels that it is no place for him, and he at once shares the dust off his feet while he pulls out with all possible speed for some other place. Consequently try and make a live, enterprising town out of the town in which you live. When you are working for or saying a good thing for your town you are accomplishing all the more for yourself.

F. E. Payne Expresses Views
Inavale, Neb., Jan. 15, 1917.
To The Red Cloud Chief:
I have objections to the resolutions of the Farmers Congress at Omaha on the road question. They claim they are in favor of good roads to haul farm products to market, but don't seem to care a darn for the Rural Mail Carrier that has to carry mail and parcels, every day, for the farmer, and I know from going over some of the rural routes that the government would do the right thing, by stopping the carrying of the mail until the routes were put in decent shape to carry the mail over.
They claim they are opposed to a policy of stone, or surface roads, which is all right, but intimates that it is the government's policy to build roads at \$10,000 to \$20,000 per mile.
I have never seen or heard of the government proposing to build stone roads at a cost of \$20,000 per mile, nor do I believe that the ones that got up the resolutions ever heard of it either, only in their own imaginations.
The Secretary of Agriculture has the disposing of the road fund that the government appropriates and surely he would be more interested in the farmers than any other government official.
The Farmers Congress passed resolutions objecting to the legislature making a law to meet the requirements of the Federal Road Law. I claim the legislature should meet the requirements of the Federal Road Law. There will be eight or ten times as much road money used in the state as we would get from the government.
The state should make the appropriation to meet the government appropriation and let it be expended on the rural mail routes for the next two years, and perhaps the rest of us might get a lesson from the improvement of the mail route on how to make roads.
I believe at the end of two years that the farmers would be falling over each other petitioning the legislature to have the Federal Road Law to apply to all roads.
The legislature should see to it that each county gets their prorato share, according to what they pay into the road fund, every county should get their prorato share and there would be no room for quibbling.
I will quote a few words of a speech by the Secretary of Agriculture, to state highway officials at Washington, last summer. He says "I need not emphasize before you the importance of good roads. Most intelligent people who think about good roads know that they are essential to proper community development especially to the development of rural life; to efficient production and ordinary marketing of farm products; to good schools and to the development of a satisfactory rural life. Many people however do not appreciate this and I have occasionally met road officers who, when the importance of good roads was emphasized, have said: "Yes, but they cost too much." Apparently they have not thought how much more bad roads cost, not only in dollars and cents, but also in all those indirect ways for which one can make no definite calculation.
"If as the result of this act, the people are induced fully to realize the necessity of placing skillful and experienced men in charge of road building and road maintenance, a great advance will have been made and the efforts of those who labored to secure the legislation will have been rewarded. The duty will rest upon you gentlemen who represent the states, of informing the people as to the meaning of this legislation and as to the procedure under it, because the initiative under the law lies with you. We are directed to co-operate with you with the state highway department.
It is your duty, if your state accepts the law, to agree with us on roads to be constructed and to submit projects, plans and specifications; therefore, individuals, associations and counties will of necessity take up such matters directly with you and we shall hear from them through you for the most part.
Attitude of Department of Agriculture. "I have come here today mainly to meet you and to express my appreciation of the very ready response you have made to the request of the department to give it information and the benefit of your experience in framing the rules and regulations for the administration of the Federal Aid Road act. I am a very great believer in co-operation and I think one saves much trouble by beginning to co-operate at the outset.
"I appreciate the keen interest you have shown in the shaping and developing of this legislation. I shall do every thing in my power to facilitate your tasks, to aid you in the discharge of them so far as the powers of the department permit, whether through this law or through the direct appropriations to the office of public roads. I ask your full, generous and efficient co-operation. If we view matters broadly and generously, we shall have no difficulty. I pledge that the Department of Agriculture will approach the administration of this law in that spirit and co-operate heartily with you to give the people of the nation full value for the money which they have pledged under this act."
I don't see any hint of a \$10,000 or \$20,000 per mile in the Secretary's speech to the state road engineers.
He urges each state to formulate their own policy of road making. We can accept the government's proposition and the legislature make the law as how it should be used, that is, as it should be left to each state to formulate a policy as to how the money shall be used.
F. E. PAYNE.

ROY SATTLEY
Licensed Embalmer - Furniture Dealer
LICENSED IN KANSAS AND NEBRASKA



15 per cent Extra Size
The Famous Roll Door "Hoosier Beauty"
Full white enamel finish interior of upper section—Roll doors that can be easily lifted out for cleaning—Larger table top of acid proof aluminum—Removable extra drawer in base—Glass front metal flour bin—Gear driven shaker flour sifter—Ingenious big-capacity sugar bin, improvement over old style—All-metal meal bin—Extra storage space—Improved design—Mrs. Frederick's Food Guide other convenient cards and racks on doors

Free Mustard Plasters
Sunday Night 7:30 P. M.
Congregational Church
Subject: MUSTARD PLASTERS
Don't worry about your ailments. Your case is by no means hopeless. Mustard plasters have the pull and push—satisfaction if used as directed

IF YOU WANT A
MONUMENT OR A MARKER
Made Right, Lettered Right And Erected Right
SEE
OVERING BROS. & CO.
Makers of Artistic Monuments
Red Cloud, Nebraska

THE SOUTH EXPECTS YOU!
SOUTHERN CALIFORNIA invites you. Every Winter makes this locality more popular; every year brings a more holiday aspect to this land of beautiful hotels, perfect auto roads, and out-door life. Burlington tickets route you via Denver in Personally Conducted through tourist sleeper parties via scenic Colorado or via Denver and the Santa Fe, Grand Canyon Route.
TEXAS, GULF COAST, AND FLORIDA: Here is the other of America's winter playgrounds—the historic Southland. The cold weather is sending there thousands of northern people in the various palatial through trains, via Chicago, St. Louis or Kansas City. Burlington circuit tickets include all these routes through the South.
Ask for Winter Tours leaflet and Southern Lines literature. Let me help you plan one of the finest "See America" Tours.
Burlington Route
N. B. Bush, Ticket Agent, Red Cloud, Neb.
L. W. WAKELEY, General Passenger Agent
1001 Farnam Street, Omaha, Nebr.

WE WILL APPRECIATE A SHARE OF YOUR
COAL ORDERS
PLATT & FREES
QUALITY PRINTING—THE CHIEF