



The Tentative Ideas of the Fashion Artists Have Crystallized

THE experimental stage in trying out the new Fall and Winter fashions has passed and only the most successful ones remain.

You find the best efforts of the New York, Cleveland, London and Paris fashion artists here in Red Cloud.

We take a great deal of pride in our showing of women's and misses' coats—for it is the result of months of searching for the best in the market; a market, as you know, that has been none too well supplied and has been getting "thinner" day by day.

You can buy here with confidence that you are receiving the best obtainable.

F. G. Turnure & Son,
Red Cloud, Neb.

Christian Church



SUNDAY—Sunday School at 10 a. m.
Preaching at 11 a. m. and 8 p. m.
Service at Indian Creek at 3 p. m.

The public cordially invited to attend these services

Lincoln Telephone and Telegraph Co.

United States Telephone and Telegraph Administration
GEO. J. WARREN, Manager

The Telephone Builds Business

"The first requisite for doing business is to be able to get a customer. The more customers you can readily get at the more business you can do."

As it is "the mind that does business" and "the telephone gives the mind wings" you can do more business by telephone than any other way, because you can reach more customers—and you reach them in a personal, voice-to-voice manner, that builds business?

Do You Make Full Use of the Telephone in Your Business?

THE RED CLOUD CHIEF

Red Cloud, Nebraska

PUBLISHED EVERY THURSDAY

Entered in the Postoffice at Red Cloud, Neb. as Second Class Matter

F. L. BROWNE, Editor and Manager

THE ONLY DEMOCRATIC PAPER IN WEBSTER COUNTY

What Is The Liberty Loan?

It's success and life for a bleeding world.
It's the glimmer of Peace at dawn.
It's the strength of a mighty arm to strike.
It's the gleam of a great sword, drawn.
But, more than all, it's the pledge of love
To the lads whom we call "Our Own"
To the boys on land, afloat, on high.
It's the good old "Money from home."
—By RALPH E. McNEILIN.

There is constant effort toward checking the upward trend of cost. An effective remedy is "Win the War."

Turkey is awakening to the fact that Thanksgiving time draws nigh. You know what happens to turkey about that date!

It's getting along rapidly to the time when all papers will be high-priced. Drop in, or write, and renew your subscription while the price is low. Now is the time!

The way Americans wage war—A soldier line man reported that his telephone line was shot down 24 times. "What did you do?" "Why, I put it up again, of course!"

Republican office seekers are saying in effect "We will stand squarely by the president" but we should be elected because the democratic congress stands too squarely by the president. Their game of politics is a queer bug.

Government experts set the mark for a billion bushel wheat crop. Harvest is complete and report shows 918,920,000 bushels. This is coming pretty close to the mark. Very gratifying in-

deed, when the adverse conditions are taken into consideration.

Some time since we noted the coincidence of German "peace talk" and American Liberty Loan drives. Another instance is now in evidence. With the added item that the Central Powers are in a precarious situation militarily. So precarious a situation that "peace parley" seems the only way out. The allied armies under the direction of Foch, Haig, Pershing, have set and sprung a great trap. Germany is within. It is patent to patriots that she will not be permitted to sneak out under cover of parley for peace.

Messrs McKelvie, Andrews and Taylor devoted an hour or more to Red Cloud last week explaining clearly how it is not necessary to follow party lines in the forthcoming election and explaining with equal clarity how voting the Republican ticket is the only way out of world troubles. See the point? It is clear as—mud.

Germany is trying the "peace talk" game again. Strange, almost inexplicable, that she still labors under the delusion that she may cry "kamerad" and be immediately restored to her former place in world-society. Strange, almost inexplicable that she should expect the civilized world to accept her promise after having thoroughly established a reputation for making promises only to break them. The Allied world is with Wilson when he says, in effect, what Grant said in '64. "The price of peace is 'Unconditional surrender.'"

Senators Hitchcock and Norris missed the opportunity of their lives last week. The wheel of Fortune placed in their hands the power to give women equal political rights with men. They had opportunity to give the mothers, wives and sweethearts a merited compliment and a slight reward for their unselfish devotion, untiring effort and heroic sacrifice in war work. They could have made themselves famous as the two men who freed much of the population of the United States from political shackles. Two votes were needed to do this. With their votes Senators Hitchcock and Norris could have placed themselves in the lime-light of a popularity that would have covered, as with a mantle of charity many acts which have aroused criticism in the past. But alas! Partisan prejudice was too strong for them. Rather than appear to yield to powerful and wise advice, they let the opportunity go by. They voted "No." Shame Mr. Hitchcock! Shame Mr. Norris!

Oil Strike At Riverton

The State Journal says Riverton has struck oil. The discovery was made late Saturday while workmen were engaged in digging a cess pool in the middle of Mill street in the northwest part of town. Every post auger available has been rushed into the service and today land owners are earnestly in search of the hidden treasure.

The flow was struck at a depth of twenty feet and although apparently a mere channel from the main headway, it runs one gallon in three minutes and is constant. Three hundred gallons already have been taken. The oil tests 18 per cent pure. A part of the oil has been used in automobiles and has proven satisfactory.

Not in years has the town been so stirred over an event of this sort. Four experts here Sunday pronounced the oil of excellent quality. Other experts have been called for consultation. In the meantime efforts to locate the main highway are in progress. The discovery was made at the bottom of a hill. Prospecting is being done along the slope.

This is not the first finding of valuable oil deposits here. Several years ago Isaac Shepherdson, now deceased, dug a number of wells before he could find one from which he could use the water. He told his neighbors that the water from the others was thick with oil. Mr. Shepherdson, however, did not attempt further investigation.

Stockholders Meeting

The annual meeting of the stockholders of the Farmers Independent Telephone Co., will be held Oct. 12, 1918 at 2 o'clock, p. m., at the Court House in the city of Red Cloud, Neb. A full attendance is desired.
Dated at Red Cloud, Neb., Oct. 1, 1918
—2—
O. C. TEEL, Secy.

Good meals—good service—moderate prices—Powell & Pope's cafe.

DAY'S SALE OF Duroc Jersey Swine

Will be held on the farm 1 mile south and 1 1-4 mile west of Nora, Neb., and 12 miles northeast of Superior, on

TUESDAY, OCT. 22, 1918

Commencing at One o'clock, Sharp

40 - Head of Swine - 40

20 Spring Boars. 18 Spring Gilt 2 Fall Gilt

BIG TYPE, BIG BONE, EASY FEEDING and PROLIFIC. They have all been given the double treatment, and we consider them immense. In presenting this offering we have selected 20 boars and 2 gilts, the tops of this year's crop of pigs. They have been fed and grown for future usefulness and we believe they will go out and make good for the buyer. The blood lines, we are sure, are as good as the breed affords.

For further information write for catalogue. Come and spend the day with us and have dinner, whether you wish to buy or not.

TERMS—Cash or nine months time on approved notes bearing 7 per cent interest. FREE LUNCH AT NOON.

Sale in tent, no postponement on account of weather.

CARL DAY, Owner

Aucts.—Colt. A. W. Thompson, W. C. Henderson, John Young, Clerk

PUBLIC STOCK SALE

I will offer at Public Sale on my farm 6 miles east of Red Cloud and 4 miles west of Guide Rock, on

Monday, Oct. 14

Commencing at 10 o'clock, Sharp

26 Horses and Mules

6 mares from 3 to 5 years old, wt from 1000 to 1500, all in foal to jack; 4 Draft geldings from 3 to 6 yrs old. 18 head of mules, ranging from sucklings to 4-yr olds, including 1 extra good span 4-yr olds.

40 HIGH GRADE Polled Durham Cattle

10 steers from 1 to 3 yrs old. 10 young milch cows. 15 head of yearlings, 2-yr old heifers and calves.

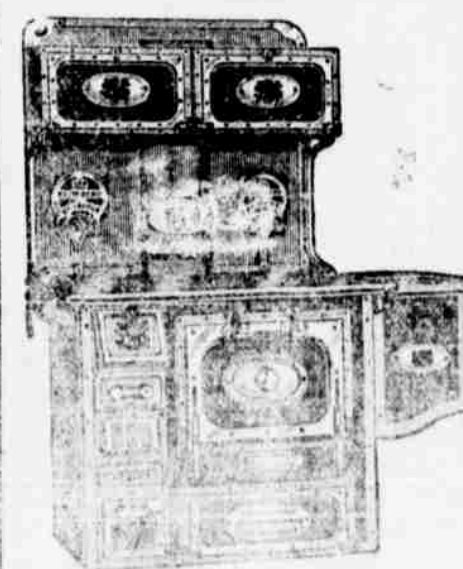
50 Ducks and Geese Lunch Wagon on the Ground

TERMS—Cash or 12 months time.

J. H. ELLINGER, Auct.
S. R. FLORANCE, Clerk.

H. A. Johnson.

RANGE COMFORT



That will Last a Lifetime

FOR the sake of a few dollars **now** why buy a range that in a few years will need repairs and in a few years more will be worn out entirely?

Add a few more dollars and buy a

The South Bend **Range**
Flammable
Always Preferable

The Range that'll give perfect satisfaction in every way and with a little care

will last a life time. When buying a range, buy the best. Come and see it and let us tell you all about it.

It is a beautiful range
It is an excellent baker
It is a great fuel saver

HEATING SATISFACTION

The Big Value in a Heater

that you have been looking for. Economical in the consumption of fuel—Handsome in appearance—Strong durable in construction—Burns any kind of fuel—The

ILINOY HEATER

is one that will give you entire satisfaction. Let us show you all its points of advantage. Come in now.

GEO. W. TRINE
RED CLOUD'S LEADING HARDWARE DEALER