THE RED CLOUD CHIEF Red Cloud, Nebraska

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C B. HALE

PUBLISHER

THE ONLY DEMOCRATIC PAPER IN WEBSTER COUNTY

The Commerical Club offers its rooms to the visitors of Red Cloun, to the farmers in the vicinity, who are expected to make themselves at home whenever they have occasion to pass an hour in town. Any member of the club will be glad to escort a visitor from abroad, or a farmer patron of the city, to the rooms and extend him the hospitality of the club and conven-

It will be one of the objects of the club to furnish opportunity for friendly discussion on the various needs of the city, the improvements desirable to be made, the little things that any one may suggest upon which united action should be had. Take for instance the matter of cleaning the sidewalks after a snow fall. It is such a little matter to clear off the side walks with a horse and snow plow, that it ought to be provided for, either by the city or the school district.

Mr. Burden who can not get down town with out a fairly clear side walk has such a plow, and the rest of us are content to rely on the enterprise of a cripple to provide us a walk down town. . This suggested to Mr. Platt that Mr. Burden's plow might just as well be run up as far as his residence while it was going. That much of the city was immediately put in traversable condition.

Suppose the school district or the city had such a plow and immediately after a snow put it in operation. It would be a little matter to get rid of the snow.

This reminds us of ex-Mayor Ross, who in this respect, at any rate was the best mayor the city ever had. Immediately after a snow storm his team and a snow plow were on the street road way was opened. Mr. Ross did this at his own expense, and no charge was ever made to the city on account of the same. Away down in our hearts we shall always have a kindly feeling towards the ex-mayor for this exhibition of a spirit to oblige the public.

While we are on the subject of sidewalks, something should be done with the smooth cement walks in the city. They are a source of serious danger. It should be an easy matter to discover some mode of roughening their surface so that the danger of slipping when the walks are wet with snow or rain will be lessened.

The Club contemplates the provision of a slate, bulletin board, or other means of noting the suggestions that may be made from time to time. These suggestions may then be cousidered and acted upon at the regular meetings of the executive board.

There were many valuable suggest ions in the editorials entitled Civic Pride in the last issue of the Chief, each of which should be made the subject of discussion, that the proper action may be had to bring about the changes needed. What the city has lacked is just such a meeting place for social and public purposes. The old commercial club rooms had nothing inviting about them to attract the members to visit them. The present rooms have a very hospitable and cozy welcome for everybody.

The business men of the city enjoyed seeing the press through the eyes of the ministerial brethren and they enit not be keen delight to turn the telescope and microscope on the editors? The editor swings his search light upon every act of human endeavor every aspiration of the human heart and deliberately informs a waiting world of every detail. But how about the editor? Let us look at him thru the microscope, how small he looksthat's because he has just asked us to increase our advertising and if we do not he will slily invite the great Roarback catalogue house to use his columns. Then he seems a pretty small speck when he insinuates that it is time for us to have more letter heads printed when he knows that the the town to the front. No town ever other fellow has just loaded us up for a year. Then-but what's the use? We have troubles enough of our own let's use the other machine. Through the telescope the editor looms large and magnificient-he lets us talk to our trade in nice big black letters at so much per. He lets us meet our customers face to face right in their constantly devise judicious advertisown homes and without ceremony, he tells the public what benefactors we are and makes us feel good, tickles us under the ribs and always has the sun shining. He looks better through the telescope and we [believe that is the only instrument to use on the editor

FINAL CLEARANCE SALE

Winter Cloaks and Suits

FOR A SHORT TIME

Up to and including Saturday, March 8th, we will till allow you 50 Per Cent Discount on our Winter Suits and Cloaks.

HURRY!

HURRY!



HURRY!

As we have not many left but such as are here are all of this season's manufacture.

We are receiving our spring lines these days and will be pleased to have you call and inspect them.

New and Fashionable Silks White and Novelty Wash Goods Wool Suitings and Dress Goods Staple and Colored Wash Goods

Spring Suits and Coats

We have received a partial shipment of these and others will be arriving in a few days.

Scrims

Draperies

Curtains Goods

Linen Suitings and Dress Linens

White Tailored Waists In All The New Materials

Buttons, Trimmings, Laces, Nets, Etc.

OUR GROCERY DEPARTMENT

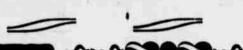
Should Never be Overlooked as the Stock is Large and Complete.

Make Our Store Your Headquarters, You Are Always Welcome Whether in the Market For Anything or Not - -

The Miner Bros. Co.

GENERAL MERCHANTS





"A MIGHTY SAFE PLACE TO TRADE"

use of advertising. These two methods used appear Advertising is simply a cheaper form of soliciting trade. By the use of the customers while the traveling man is speaking to individuals. The traveling man must be tactful; must know able to present his arguments in such ed. He must understand the psychology of salesmanship. These requirements are just as necessary in the case of the ad writer. The man who is preparing to address an audience of hundreds gives much time in determining what to say, although he may have time to use from three to six joyed a look at the ministers as they thousand words in presenting his case. appeared to the attorneys but would The business man can hardly afford to be less careful in writing a message to hundreds of readers, many or all of whom are prospective customers, es pecially since he is limited as to the number of words he may use. All superflous matter must be eliminated. The wording should be striking, and the whole advertisement must help to create a desire for the goods which the merchant is selling.

> A town or community is what the people make it. If a town or city is to verge on greatness three things are requisite, viz: Unity of spirit, Vigorous effort, and Willingness to help push amounted to much where the merchants and business men did not combine their efforts with the town's inhabitants in one grand effort to vigorously push the town to the front at every point. To build up a town the merchants must unite on plans to draw trade to the town. He must ing by which his or their names as well as the town will become a house. M. Gard family, across the street from hold saying. They must advertise the own at all times as the place for bargains and the square deal. The merhant that does not advertise and push ils town is a decidedly tame duck, as

In the management of lines of busi far as vigorous effort is concerned, as where competition exists, it has a man can not be alive and dead at long been a custom to use some means the same time. It is the steady grind of stimulating trade, and directing it of the enterprising merchant that to one's own establishment. The meth. builds up a town or city and sets the od of most of the large wholesale hot blood coursing through the veins houses is to send their traveling men of the citizen who wants to do things. to each customer, to increase trade Then again the merchant must have by solicitation. The method used the backing of the town people if he is largely by retail houses is the judicious successful in his efforts. No merchant town or city ever thrived and became famous by its citizens knocking the widely different, and yet they are home merchant or sending their orders governed largely by the same laws. for merchandise out of town instead attending court here this week. of placing them with home merchants and thus cementing that unity of spirit ford where his brother, Charley is ill columns of the newspapers, the busi- that goes toward building up a town ness man can speak to hundreds of or city. As a usual thing Red Cloud merchants are "top notchers" but there should be a greater effort put forth in the future than in the past to his goods from A to Z; and he must be get together on everything that pertains to the amplification of the city's a way that a desire for his line is creat- interests. Fill up a town with selfish and non-enterprising merchants and we will show you a dead town. Fame and glory awaits the merchant, business man or community where enterprise runs rampant. Don't get that "I don't care spirit" but haug your You are invited to be present and look banners on the outer walls" so that at my large stock of Millinery. "He who runs may see" and know that there are no cob webs across your front door.

Ed. Walters Marries Popular Red Cloud Girl

Ed. Walters and Miss Grace Kinsel were united in marriage at the home of the bride's parents, on Sunday afternoon, Rev. I. W. Edson performing the ceremony, which was witnessed by a few friends of the families. After the ceremony a big wedding dinner was served, the decorations being pink, red and white.

of Mr. and Mrs J. W. Kinsel, and only joins with their many friends in ex recently resigned her position as operator at the central office of the Farm er's Independent Telephone Company. She is an esteemable young lady and Don't forget the date and remember enjoys a wide circle of friends. The that Hillman is one of the best comgroom is a Webster county product, panies which has ever been in the being born and raised in this county, house. The company comes to us this and is a son of Mr. and Mrs. Wm. Walters.

the house recently vacated by the E. the I. O. O. F. hall, and the Chief joins with their many friends in wishing for them a long and happy life.

If it happens, it is in The Chief.

A Few More Locals

Jim McBride of Cowles was in town Tuesday

Two weeks from Sunday is Easter, Have you your new hat? Residence property for sale. Leaving

D. W. TURNURE. The little son of Mr. and Mrs. Chris Jensen has the pneumonia

W. W. Richards of Guide Rock was Ed. Amack, left Wednesday for Ox-

White Plymouth Rock eggs for setting-W. F. Cole, Red Cloud, Nebraska-Both Phones.

Russell Amack spent a few days seeing the sights around Lincoln the first of the week.

I have the best rate in the county on farm loans. See me and be convinced My motto-prompt service.

I will give my Millinery Opening of Spring Designs, Saturday March 8th.

Mrs. C. W. Barrett.

Otto Swanson, recently from Moberly Mo., but more directly from "the old country," having only been in the good old U. S. A., about a year arrived on Saturday, and intends to locate

Walter Denney, a mechanic of considerable ability, who formerly resided with his family at this place, but who is now a resident of our sister state to the south, Kansas, is spending a few days in the city.

Arch Rasser and Miss Lacy Decker went to Hastings last Thursday and were married. They left on Saturday for Oklahoma, which place they will The bride is the youngest daughter make their future home. The Chief tending congratulations.

The Hillman Ideal Stock Company will be at the opera, March 17-18-19th. time larger, stronger and better equiped with special scenery than before They have gone to housekeeping in All good, clean entertainments. The prices are as usual 25c, 35c, 50c,

> Private Money To Loan also regular Farm Loans on best terms

to be had in the State. Call for me at

State Bank Red Cloud .- C. F. CATHER.



OUR SPRING Wall Paper Opening



We Extend To You A Personal Invitation To Call

And inspect our stock of New Spring Wall Paper.

They are worth seeing purely as works of art and doubly worth seeing in case you contemplate using paper later. A little observation will show what remarkable

changes can be made in the appearance of a home by use of suitable wall papers. This stock includes all of the latest designs and

will permit of carrying out any plan or scheme desired.

See Our New Spring Stock While Complete



Chas. L. Cotting The Druggist



HOT BISCUIT,



hot cakes, made with **ROYAL Baking Powder** are delicious, healthful and easily made.