

THE RED CLOUD CHIEF

Red Cloud, Nebraska.

PUBLISHED EVERY THURSDAY

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

C. B. HALE PUBLISHER

THE ONLY DEMOCRATIC PAPER IN WEBSTER COUNTY

The Power of the Mail Order Catalog.

Farmers believe every word in the big catalog of the mail order house, according to Albert C. Loeb, vice president and treasurer of Sears, Roebuck & Co., who recently told a representative of the American Lumberman, Chicago, some of the reasons contributing to the success of the mail order institution of which he is one of the officials and leading stockholders.

When Mr. Loeb told how the farmers gulp down what is printed in the mail order catalog, he chuckled. His expression was much like the vender of patent medicines who, after selling three or four dozen bottles of colored water at \$1 each on the public square of some country town, has the driver whip up the horses and make a quick getaway. The medicine fakir gloats because he found so many dupes on the public square of the country town; Mr. Loeb laughed when he told how the farmers believe every word in the catalog his concern furnishes them free.

"We could make \$1,000,000 more a year if we sold electric belts, but we don't sell them," said Mr. Loeb. "Fakes, you know. And what is more if we did sell them the belts would cure, yes, absolutely cure. Why do you know that if Sears, Roebuck & Co. sold electric belts to the farmers we would get thousands of beautiful testimonials telling what a marvelous benefit they were; how the writers were so near the grave before wearing the belts and how after wearing them the ailment entirely disappeared. There would be lots of profit in these belts, perhaps 400 per cent."

"Now why would these belts cure?" was asked.

"Why? Simply because the farmers believe every word in our catalog; yes, they believe every word," answered the mail order magnate.

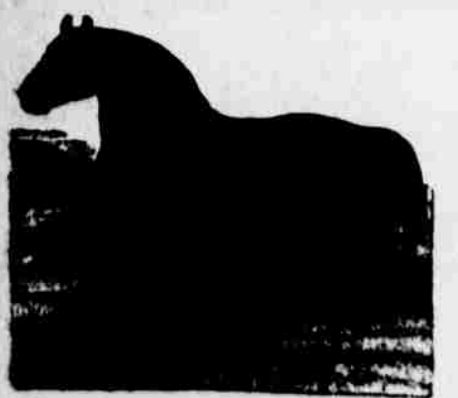
Here is a picture of what the officials of the large mail order houses think of the people of this and every other community who send money to them for the mail order merchandise. Though Mr. Loeb doesn't say it in so many words, it is evident he believes, like the medicine fakir, "suckers" are to be found in every community. Certainly he has a very cheap opinion of the farmers who buy of his house. What person in this community would buy of any local merchant who would have the audacity to come out and publicly brand them "easy marks"?

True politeness is accompanied by the calm self-possession which belongs to a noble simplicity of purpose, and unless you cultivate it and exercise it upon all occasions and toward all persons it will never be a part of yourself.

Beautiful your own property all you can, then do all you can to beautify your streets. Be friendly with everybody and courteous to strangers. Your own civility will help make good impressions and will be carried away and cherished.

Labor is one of the supreme laws of life. Toil is honorable. The progress which the world has made is a glorious testimonial to human handiwork. Those who work know more of genuine happiness than those whose lives seem dedicated to idleness.

The man is a rarity in these days of whom it can be said "there are no flies on him" for they are everywhere; but twenty drops of carbolic acid evaporated from a shovel, says an exchange, will banish them from a room quicker than all the sticky fly-paper in existence.



PAT B

Having purchased the above well known stallion, he will make the season of 1913 on my farm one mile east and two miles north of Inavale.

FEE—\$10 for a live colt.

Floyd Copley

COWLES

J. L. Fuller was in Red Cloud Wednesday.

S. D. Long will occupy Vic Anderson's house on Main street.

Homer Davis is suffering this week from an attack of tonsillitis.

John Rose of Blue Hill was in our village Monday on business.

James McBride's father from Illinois is visiting him this week.

Lloyd Davison and wife spent Saturday and Sunday in Lawrence visiting the latter's parents.

H. A. Smith has moved into Ad Spracher's house south of the harness shop. We understand that the hotel is to be closed.

Mrs. A. J. Grant, who has been at the Methodist hospital in Omaha for some time, returned last Saturday night, much improved in health.

Rufus Douthitt, R. B. Thompson and Tom Deakin went to Lincoln last week for the purpose of initiating the letter into further mysteries of Masonry.

Mrs. James Fuller gave a surprise party Friday night in honor of Jim's birthday. The time was spent in playing charades, after which refreshments were served.

Mrs. Visla Peak Baker and brother, Lawrence Peak, left Tuesday night for Akron, Colo., where they will visit their parents. They will visit at Franklin and Trenton on their way.

S. D. Long of Bloomington is putting in a stock of drugs, in the building recently vacated by A. G. Scott. An up-to-date drug store will be a help to the town and we wish Mr. Long success in his business.

The White House Cafe has installed a soda fountain which is a great improvement to the business. Guy is doing much to make his cafe an up-to-date place and his efforts should be appreciated by the people.

S. G. Lorentz and family who moved to Washington state a few years ago returned Saturday. He thinks Nebraska is the best place on earth and expects to stay here the rest of his days. Glad to have you S. G.

Sunday, May 11th, is "Mothers' Day" and will be observed by the churches of the town. Everyone is urged to be present at one of the churches and to honor Mother by wearing a white flower. If you can not be with your mother on that day make her glad by writing her a letter.

The people of the Village of Cowles meet at the hall Friday afternoon to try and locate a place on which to build a school house. We hope no one will lay a straw in the way of locating a site and of building a school house. The district of Cowles certainly needs a building more suitable than the one they have, and we hope to have it.

Mr. Chaplin passed away from this world very peacefully Saturday morning. He got up and dressed, ate his breakfast and was feeling as well as usual. About nine o'clock he began to feel faint and before medical aid could arrive he departed from this world. He leaves a widow, a number of children and a host of friends to mourn his departure.

Clean-Up Day

Whereas Gov. J. H. Morehead has designated May 17th as "Clean-Up Day" for the cities and villages of Nebraska, every citizen of Red Cloud is urged to clean up his premises by removing all rubbish, dangerous and inflammable material on or before the above date.

DON E. SAUNDERS, Mayor.

1913 Will Be Lucky For Home Builders

who sidetrack procrastination for action and get busy early on their building plans. The kind of lumber you would be satisfied with is as cheap now as you will ever see it and, at the prices we are quoting on the quality you would expect, we say with all emphasis—"BUILD NOW". With our knowledge of the different woods and their application to home building we can doubtless show you how you can attain your ideal home at a much less cost than you think. Price-per-thousand and for lumber is very misleading to the inexperienced, but when a plan is figured judiciously and the right lumber specified in the right place the total cost is often a pleasant revelation. Our business requires this exacting knowledge and we are sure we can satisfy you in price, quality and service. Let's talk it over. We have everything from joist to shingles.

"There's No Place Like Home"

Saunders Bros. Red Cloud, Nebraska

Omaha's Committees Are Doing Great Work

Omaha, Nebr., May 6th. The work of restoring Omaha's tornado wrecked district is going along in a systematic way and out of the chaos and confusion, a new district is being rebuilt, which is eliciting the favorable comment of visitors from all parts of the country.



You Like Square Dealing

You appreciate courteous treatment. When we tell you a thing is so and you find it to be so your faith in us begins to grow. After we have told you many times how thoroughly we can cleanse and renew men and women's wearing apparel. How nice they will look and how little it will cost, and every time you find it just as we told you then you will take our word at "face value" and consult us when ever your garments need cleaning, pressing or re-pairing.

See the point?

Clothes called for and delivered to any part of the city.

R. G. HASSINGER

Cleaner and Dyer

Successor to Will C. Creider

Red Cloud, Nebraska

The Satisfaction of Being Well Dressed

To be well dressed is largely a matter of taste and not so much a matter of money.

What you buy counts more than what you pay for it. ∴ ∴

To exercise **taste** you must have room for choice among tasteful things. You must have opportunity to express your **individuality**.

And that is exactly what we give our customers in our large assortment of summer dress goods including ratines, corded figures, embroidered voiles, silk stripe poplins, etc. ∴ ∴ ∴ ∴ ∴ ∴

Come And Make Your Choice!



Miner Bros. Co.

General Merchants

The Store That Sells Wooltex

"A MIGHTY SAFE PLACE TO TRADE"

COATS SUITS SKIRTS

WHAT'S THE PRICE OF A GOOD SUIT OF CLOTHES?

TWENTY-FIVE dollars. You can buy our clothes for less than that--\$20, \$18, \$15; you can pay more than that--we have very fine clothes at \$30, \$35, \$30. But \$25 is a good average price; most men who appreciate good quality and style in clothes, good tailoring and fit, are willing to pay as much as \$25.

Hart Schaffner & Marx

suits at \$25 will surprise you. You'll get all-wool fabrics; trimmings, linings and other materials of a high grade; tailoring of a very high order--the things that make a suit wear well, and shapely. You'll get the value of best style standards and originality of design; you'll get clothes that fit you well.

And you'll gain from \$10 to \$20, either in greater value at the price; or lower price for similar value.

Better see how true this is: \$25 is a price you can afford, and you'll say so when you see the clothes. Better come and look at the new spring styles



PAUL STOREY THE CLOTHIER

RED CLOUD,

NEBRASKA