

PATRONIZE YOUR HOME INDUSTRIES

In patronizing your home industries you build up your home town. They are the backbone of any town. Be loyal to them. They are loyal to you.

The Western Newspaper Union

WHOLESALE PAPER DEALERS

126 No. 14th St. Lincoln, Nebraska



20th Century Blend Coffee
20c A POUND

ROASTED AND PACKED BY

H.P. LAU CO., Lincoln

LINCOLN FLOUR MILLS

H. O. BARBER & SONS

Why use outside Flour when we make as good Flour as money can buy, and when you buy our Flour your money stays here to help build up your county and town. When you want that big-white-loaf kind, ask for this brand:

LIBERTY
FLOUR

Patronize Your Home Jobbers

Tilton & Phelps Furniture Co.

Wholesale Furniture

LINCOLN, NEB.

In patronizing your State jobbers you help build up your home interests. Think it over.

NO GOODS SOLD AT RETAIL

Meadow Gold Butter

BEATRICE CREAMERY COMPANY

Lincoln, Nebraska

Yates Lumber & Coal Company

Lumber and Building Material of all kinds and quantity. Best Hard and Soft Coal. The best way to curtail the mail order business is to sell the best goods at live-and-let-live prices and that is what you get when you trade with the Yates Lumber and Coal Co. Let us figure with you.

REMEMBER WE SELL COAL

CURTIS & BARTLETT COMPANY

Manufacturers of

SASH, DOORS, MOULDINGS AND INTERIOR FINISH

Lincoln, Nebraska

ASSETS OVER

\$2,600,000 in Farm Mortgages
THE OLD LINE BANKERS LIFE

Lincoln, Nebraska

Dierks Lumber and Coal Co.

MANUFACTURERS OF YELLOW PINE AND OAK LUMBER

Wholesale and Retail. All our lumber sheds are under cover. Largest stock of lumber in Nebraska. We are always willing to meet any and all competition. Our stock and our customers who have traded with us for years, are our best recommendations.

LET US FIGURE WITH YOU

NOW, ARE YOU TREATING THEM FAIR?

Now, in all fair dealing, is it right to ask your local merchant to take your eggs, butter, beans and potatoes, which are all perishable articles, in exchange for his goods, then send your cash money out of town to parties who do not help to pay the taxes, or which would not lend you a dollar or let you have any goods if you did not have the money to send?

How many farms have been paid for by your merchants advancing both the goods necessary to keep life in the body and cash to meet that dreaded interest on the mortgage?

I ask some of our merchants if any of their customers ever asked them to name quantity prices on goods, and the reply was the same, that they had no chance to figure. Is this fair?

Would you like it under the same conditions? Would you trust your merchant in the same way he trusts you? I am afraid he would have a poor show for a living if he had to be trusted.

The most of the goods I have seen come from these houses could not be sold by your merchant at prices those houses get, simply for the reason that you could compare the goods with others of the same kind which were much better for the price asked and your judgment would rather pay more for an article you could see would give you more value.

You will find your merchant ready and willing to figure with you for spot cash in quantity even if you owe him a bill past due and you are not ready to meet it. The trouble with almost all of us is that we lack

moral courage to come out and face things which we think will be unpleasant.

TO THE LADIES

Dear Madam:—We note that you have received a shipment of Soap Club goods. Did you ever consider that the so-called Soap Concerns and Mail Order Houses do not pay any taxes into our city or county treasury with which our schools are maintained, streets and bridges built? Do you consider that they do not contribute to our churches and charitable institutions, or our poor? When you need money for the use or improvement of your city do you solicit from Soap Club Concerns or Mail Order Houses? "No." You call on your home merchants. Your husband, father or brother is employed by some merchant or manufacturer of your city. Then why should you injure the business of our city and take away his employment by ordering goods from these concerns? We believe and hope you have more interest in your home town than you have in Soap Club Concerns. We know those who are thus engaged. We know who furnish employment to members of your family. We also know you can buy your goods as cheap or cheaper at home, "quality and quantity considered."

Give this serious thought and help build up your home town and her trade and thereby help yourself and the city by giving this trade to your home merchants.

YOUR HOME BANKS

Don't send your money to mail order houses to deposit. Your Home Banks are the only safe places to keep it and they will pay you as good interest as can be had, and then you run no risk as in such cases as the "Cash Buyers Union" failure and the "Peoples Mail Order Bank" of St. Louis. The home banks will grant you favors, the mail order houses never do.

WHAT GOVERNOR FOLK SAYS

Governor Folk's address to the retail merchants of Missouri at their convention was the feature of the session. The governor said:

"We are proud of our splendid cities, and we want them to increase in wealth and population and we also want our country towns to grow. We wish the city merchants to build up, but we also desire the country merchants to prosper. I do not believe in the mail-order citizen. If a place is good enough for a man to live in and to make his money in, it is good enough for him to spend his money in."

"No merchant can succeed without advertising in one way or another. Patronize your town papers, build them up and they will build the town up and build you up increased trade and greater opportunities. Do not be afraid that business is going to be hurt by the recent exposures of wrongdoing in the commercial world. No man who is doing an honest business can be injured by the light. All business will be better for the cleansing process it is going through and for the stamping out of evil."

HOME TRADING CHEAPEST

Never send away for goods you can buy at home. Every time you send a dollar to a Mail Order House that dollar, as far as you and your community are concerned, is practically out of circulation. Your home merchant is the one who helps to keep up your schools, your churches and your town. He is the one who deserves your trade and not some catalogue house in Chicago.

Buying your goods away from home you deal with strangers. Buy from printed description. Send money in advance. Wait for goods and fret. Pay freight and charges. complain of errors. Always pay full regular prices. Support city stores. Always pay spot cash in advance.

Buying here at home you—Deal with neighbors. Buy with goods before you. Pay when you get the goods. Work and make money. Get goods delivered free. Return goods if not right. Build up your home store. Help build up your home town by spending your money at home. If you want a favor you do not go to the city store to ask for it.

What Mail Order Houses Will Not Do

The Mail Order business is the quack doctor of commerce. It promises much and guarantees nothing. Like patent medicine the directions are always on the outside and you have to buy a non-returnable package before you can find out what they are.

No Mail Order House helped to build the little white school house in your district or turnpike the road just past your door. No Mail Order House ever took you by the hand when you were in distress and told you to let that little account go until after harvest next year. No Mail Order House ever sold you a vehicle and spent every cent of its profits right in the community where you and your neighbors could get it all back again. No Mail Order House ever shoved its patent leather shoes under your table and rejoiced with you when you were glad, nor spoke encouraging words of affliction, nor stood with uncovered head beside the graves when your children died.

No, the Mail Order House is after money. Every dollar it gets its hands on will be jerked out of your neighborhood forever. The Mail Order House may bear upon its face the semblance of friendship, but no human heart beats under its cloak of hypocrisy. Sentiment to it is unknown. The whole institution is as cold and bloodless as a corpse.

All the Mail Order Houses in Christendom would not increase the value of your farm a cent. They are parasites to whom life is only possible as

long as they can suck blood out of the communities, to the upbuilding of which they contribute nothing. They create no local market for the products you have for sale. They have no property in your county which can be assessed to help bear your burden of taxation.

Your local dealer needs neither advocate nor defense. His methods rest upon principles that have built up in this country a system of internal commerce which is the marvel and admiration of the world. His business is legitimate because its success contributes to the general prosperity of the community that built it up.

Honestly, now, don't you really pat yourself on the back when you spend your money in such a way that in supplying your own wants you help build up the neighborhood in which you live? Of course you do, and you act on that idea yourself, but the trouble is you don't talk it enough to your friends.

Stand by your local dealer as he stands by you with his time, his skill and his money. He helps to build up the community and he makes it a better place for you both to live. His own success depends upon your prosperity. He has no use for mavericks—unbranded junk. He swears by the goods branded with the trademark of the most skilled manufacturers on earth—goods the like of which no other generation ever saw, and he has an abiding faith in the theory that the best vehicles in the world today are none too good for that major general of all the industries—the American citizen.