

The Famous  
BEST GOODS  
LOWEST PRICES

# GOOD REASONS

The Famous  
THE  
RIGHT GOODS at the  
RIGHT PRICES

There are 45 reasons why we should have your patronage. We will name only 3 and they are so good that you want to know the other 42

- No. 1—The Largest and Newest Stock for Men
- No. 2—Best Goods and Lowest Prices
- No. 3—We are Advertisers of Facts—Dictators of Popular Prices

## We are Slashing Values on all Winter Clothing for the next 12 Days

Remember, NEW GOODS for LESS MONEY than the other fellow is charging you for OLD GOODS

<b>MEN'S OVERCOATS</b> In all styles, Long, Short, Medium, We start 'em at <b>\$3.95</b>		<b>100 MEN'S FINE SUITS</b> Cheviots, Cassimeres, Vecimas finely tailored, all colors and cuts, sold up to \$16.00, now your free choice for <b>\$11.95</b>		While they last, small sizes— 29 Suits for Men worth \$7.50 for <b>\$3.95</b>	
Men's Cotton Sox three pairs for <b>10c</b>	Boys' Underwear one small lot to close each <b>10c</b>	50 Dozen, boys' heavy Fleece Ribbed Underwear—10 DAYS <b>19c</b>	150 Pair Boys Corduroy pants, for 5 days only <b>39c</b>	100 Samples of Hats Worth up to \$4.00 each, your choice for <b>98c</b>	50 Dozen heavy fleece lined Yaeger colored underwear. Your last chance to buy <b>39c</b> <small>This 50 cent article at sale price</small>
The Best \$3.50 Shoe ... IN THE WORLD IS THE ... <b>DOUGLASS SHOE</b> <small>We sell them at Factory prices</small>	Marine Calf Shoes plain toe—nice styles, only <b>\$1.75</b>	<b>BIG BARGAIN</b> Men's heavy Knit and Plymouth lined Gloves, 75c values go at <b>39c</b>	<b>CARHART'S \$3.00</b> Corduroy Pants are acknowledged the best		
Duck Coats, Lined A Big line, all colors and styles from <b>89c up</b>	A BIG BUNCH of Little Boys' Caps. They go at <b>19c</b>	JUST RECEIVED Another 150 pairs of those non- ripping good Corduroys at <b>\$1.75 pair</b>	20 to 25 Per Cent off on all Boys' Piece Suits in the house—Corduroys excepted . . .		

# TALK IS CHEAP WE ARE HERE WITH THE GOODS AND PRICES THE GOODS ARE NOT RUSTY EITHER . . . . . THE FAMOUS CLOTHING HOUSE .. A STORE FOR MEN..

### HOW CLARK BUYS A BOND

Which Guarantees His Family an Estate, if He Dies, and Himself a Home, if He Lives.

Mr. Clark, aged thirty-five, is manager of the elevator in the town of Salem. The position pays him a good salary, enabling him to support his family and lay aside about \$200 per year. Though he is now living comfortably, he realizes that he must devise some way of providing an income for his declining years.

His idea is to buy a farm. During a period of meditation as to whether or not he shall purchase a certain quarter section of land which is for sale at \$5,000, he is interviewed by a representative of the Old Line Bankers Life Insurance company of Lincoln, Nebraska, who endeavors to interest him in Life Insurance.

Hardly does the agent get well started, when he is interrupted by Mr. Clark who tells him of his intention to buy a farm. He states that he is about to make a small payment on the purchase price and will, if the agent can offer anything better, be an interested listener.

"Well," said the agent, "suppose you buy a farm worth \$5,000 by paying the small sum of \$175.25 annually without interest, for twenty years, the contract for same containing a clause specifying that, should you die at any time, the party from whom you buy the land will cancel all deferred payments, and give your estate a clear title; or if you live to the maturity of the contract, give you not only the deed to the land, but pay you as large a percentage of profit as you could reasonably expect to make from the property. Would you buy a farm on those terms?"

Of course Mr. Clark was interested, and since the Company secures each and every contract issued with a deposit of approved securities with the State of Nebraska, he expressed a willingness to become a party to such an agreement.

"Well," continued the agent, "if you will pay annually to the Old Line Bankers Life Insurance Company of Nebraska the sum of \$175.25 they will, if you die at any time, pay to whom you may name the sum of \$5,000. If you live twenty years, they will give you a cash settlement consisting of the guaranteed reserve and an estimated surplus amounting to \$5,491.25. You will readily see that you receive \$1,986.25 more than you pay in, which is better than four per cent compound interest. Then, too, having the assurance that, should you die, you would leave a comfortable estate." Mr. Clark bought the insurance, and what Mr. Clark did you can do.

Permit our agent to explain a contract to you. If you do not own all the land you care to farm, ask for circular No. 1 which shows "How Jones Bought and Paid for a \$6,000 farm." If you have a mortgaged farm, call for Circular No. 2, which shows "How Samuels Paid a \$2,000 Mortgage."

For further information address the OLD LINE BANKERS LIFE INSURANCE COMPANY, at Lincoln, Nebraska.

### An Artful Scheme.

A newly elected official would sometimes return home late at night after his wife had retired, and when she asked him what time it was would answer, "About 12" or "A little after midnight."

On one occasion instead of making the inquiry she said:  
"Alfred, I wish you would stop that clock. I cannot sleep for its noise."  
All unsuspecting, he stopped the pendulum. In the morning while dressing his wife inquired artlessly:  
"Oh, by the way, what time did you get home?"  
"About midnight," replied the official.  
"Alfred, look at that clock!"  
The hands of the clock pointed at 2:20.

### Clay "Butter."

It is not generally known that in many parts of the world clay is eaten on bread as a substitute for butter. This is termed "stone butter" and is used in Germany. In the northern parts of Sweden earth is often baked in bread and is sold in the public markets on the Italian peninsula as well as on the island of Sardinia, Persia, Nubia and other tropical countries. This practice probably had its origin in the knowledge that all earths have some sort of flavor and take the place of salt, a necessary ingredient in all kinds of food.

### How She Got Her Name.

"Are you fond of music?" she asked innocently as she sat at the piano fumbling the music.  
"I dearly love them," he replied with never a shadow of suspicion.  
Then she ran her slender fingers over the keys and began to sing, "Oh, Would I Were a Bird!"—Chicago News.

### Little Men.

Little men are the disappointment and defeat of God's purpose in making men. All men were intended to be great—some greater than others, but all great.—Bishop Candler in Atlanta News.

### PROOF THAT HE'D GROWN WIRE.

#### Why the Young Wife Went Home to Her Mother So Suddenly.

The young bride's mother gently stroked her weeping daughter's hand and tried to comfort her.  
"Surely it cannot be true," she protested. "Why, you have been married but two months! George cannot have tired of you so soon as that."  
"Oh, but he has," sobbed the young bride, pitifully. "I am sure of it. I have seen that he has been growing colder and colder every day until yesterday," she wailed. "Yesterday he asked me to go out riding with him in his new automobile."  
It was enough. Sternly her mother directed the broken-hearted girl to pack up her things and come home at once.

### ANIMAL IMITATIVENESS.

#### How a Beggar's Dog Grows to Be Like His Master.

"One of the most curious traits to be found in the animal nature," said an observant citizen, "is that which grows out of the unconscious imitativeness of creatures of the lower order. I have observed many instances of where the creatures of a lower order have taken on the characteristics in some noticeable degree of members of the human family. One might know, for instance, that a dog is the dog from the look of the droop of the eye, the hanging of the lip and a certain general air of dependency and helplessness to speak in the very language of the animal. I mention the case because it is a familiar one. A beggar's dog never looks cheerful, never smiles, never frolics, but sits by his master and broods on his legs for whatever charity may give."

"I have seen the dog character molded under happier influences, and the dog became more cheerful. He was a light hearted, free and easy sort of creature and seemed to get something of the sunnier side of things. I am almost tempted to say that if you will show me a man's dog I will tell you what manner of man the owner is, with particular reference to temperament and his moods. The melancholy man, the man who grovels mentally along the gloomier groves, the pessimistic man who is always looking at the dark side of the picture, all the men who come within these unhappy classifications rarely own a cheerful dog. The dog unconsciously takes to the ways of the master and in his moods imitates the master's way of thinking."

"But then," said the jolly, cheerful fellow, "I can show his teeth in his grin. The master approaches him and he jumps across the yard and comes running around the master's legs in the happiest way imaginable. He is up to all kinds of pranks and does all kinds of little things to indicate the good nature that is in him. He does as his master does and seems to take the same general view of life. These are small things, I guess, but they show just how important one's way of thinking may influence one's dog and change his whole view of life."—New Orleans Times Democrat.

### PICKINGS FROM FICTION.

Ghosts went out with gas.—"The Pagan's Cup."  
It is only selfish people who cannot believe that they are selfish.—E. B. Benson, "Scarlet and Hyssop."  
The things men inherit are mostly weights; they must grow their own wings.—"In White and Black."  
Kings are great in the eyes of the people, but the people are great in the eyes of God.—J. Huntly McCarthy, "If I Were King."

# J. R. JOHNSON STOCK

Having purchased at Sheriff's Sale the J. R. Johnson stock of goods at about 50 cents on the dollar of first cost, which you get the benefit of in the same ratio. I must and will sell these goods for cash in 30 days at the Johnson store room, beginning

## SATURDAY MORNING, JAN. 30

- |   |   |
|---|---|
| Childrens fleece underwear, 7c  | Heavy fleece 20c goods 13c yard                             |
| Mens' fancy Cotton underwear 23c  | A new line of mens and boys hats and caps at a big discount |
| Mens' heavy California underwear worth up to \$2.50 now \$1.00 \$1.50         | A lot of mens and boys hats and caps 10c                    |
| Ladies jackets and capes worth \$5.00 to \$12.50, sale price \$1.00 to \$3.50 | One lot mens and boys collars 2 for 5c                      |
| All dress goods at one-half price   | " " " mittens 10 to 25c                                     |
| 3-piece table linen 12 1/2c per yard  | " " " ties 10c  |
| Calico and dress cambrics 3 7/8 per yard                                      | Mens and boys heavy Jersey shirts worth 75c, sale price 36c |
| Heavy fleece 15c goods 8c yard  | Mens and boys sweaters worth \$1.00 at 48c                  |

### CLOTHING

THE CLOTHING STOCK IS SMALL BUT GOOD SELECTIONS

- |  |  |
|--|--|
| Mens suits worth \$6 to \$8 now \$3.95     | Mens boots worth \$3.00 now \$1.95         |
| Mens suits worth \$10 to \$15 now \$8.88   | Mens boots worth \$4.50 now \$2.75         |
| Boys suits 75c to \$3.50 worth double this | One lot shoes, slippers and rubbers at 25c |
| Mens and boys overcoats 50c on the dollar  |  |

# W. W. NORTON