

PRICE GOT ORDER

Rockefeller Purchased Bicycle for \$22 from Advertisement Which Quoted the Price

(Contributed)

A short time ago the story made the rounds of the newspapers that the world's richest man, John D. Rockefeller, had purchased a new bicycle and had taken to that form of exercise as a health preserver. Mr. Rockefeller, according to the press report, said in the interview: "It is true that I am now a bicycle sportsman and the proud owner of this new red machine which I am now riding and for which I paid \$22 in cash. You see, it was like this: I noticed an advertisement which quoted an up-to-date bicycle at \$22, and I could not resist the temptation, so I sent my order with the price and in due time I received this nice red machine, which I find up to the specifications, so that I feel that I obtained value received for my money, and I am now putting my new acquisition to good use."

To my mind, that little press item contains one of the richest thoughts that ever came from the lips of the Standard Oil magnate. The point is this:

Is there a salesman in this world who would not have been made proud beyond endurance for the balance of his life had he been the lucky man to sell a bicycle to John D. Rockefeller? He would have considered it the most important event of his career as a salesman and would have boasted of it as a coup d'etat in salesmanship. Now, then, contrast the high-priced salesman, if you can, with his competitor, the little inexpensive advertisement which slipped in under cover of some publication, attracted the attention of the man of millions, held it until the sale was effected and then carried off the order without any fuss or noise.

Now, then, suppose there had been no price attached to the advertisement which turned the trick in this case. Do you suppose that the result would then have been the same? Not one in a thousand. We have the evidence in Mr. Rockefeller's own words, who said it was the price of \$22 which attracted his attention.

Mr. Merchant, do you see the point of this argument? Do Mr. Rockefeller's words in this case mean anything to you? Do they not tell a

story which opens a new line of thought? Remember this, without the price the advertisement would have been wasted on this man, who has no need for giving a thought to the cost of anything he may wish to buy. The sale was made by the advertisement, because the price was a challenge to Mr. Rockefeller's habit of estimating values, but put in his own words it is this: "I could not resist the temptation, so I sent in my order." There is the whole secret of up-to-date methods of selling goods.

Don't waste your time and money with the so-called complimentary space in your home town newspaper. Let the people of your neighborhood know that you are proud of your prices. Print them in plain figures. It is a waste of space to quote on one or two items. Make an advertising display with a sufficient number of items to create the impression that every day is a bargain sale event in your store. Remember that such an advertisement in your home town paper is making a strong pull for trade in your store twenty-four hours of the day, and that it is on the job first, last and all the time.

That is the up-to-date merchandising method of the kind employed by the city retail merchants, who are absorbing the business of the country town dealer. You cannot afford to remain idle under conditions of that kind.

Call in your local publisher and talk the matter over. You will find this plan a cheap method of getting the business. The writer has had an experience of thirty-five years and is convinced that the small home town newspapers are the cheapest and the best advertising mediums in the world for the money.

DUNLAP

Jim Blundell completed his new granary Thursday afternoon.

Andrew Iversen made his usual trip Saturday evening.

Lee Wright and Dick Path were shopping in Hemingford Saturday.

Ed Schumacher, who has worked for Jim Blundell all summer, returned home Saturday.

Thomas Katen was a Hemingford shopper Saturday.

Manchester and Lebo, who were threshing in this vicinity, went home with their machine Tuesday afternoon.

Fred Neeland autoed to Hemingford Friday afternoon on business matters.

Simon Iversen spent a few days in Hemingford this week transacting business.

Harry Delsing, who had his leg sprained or broken, was taken to the

hospital at Alliance Sunday, as the limb was not doing well. Will Fendrick took him down in his auto.

Bradford Fenner hauled hogs to Hemingford Saturday afternoon.

E. W. Schumacher hauled a load of rye to Hemingford Wednesday.

Jim Blundell was a caller at the Katen and Morrissey ranches Friday morning.

Todd Robbins, from near Pine Ridge, has been hauling his red potatoes to Hemingford this week.

Henry Brus, Jr., came out Saturday to pick corn for John Gasseling.

Ed and Will Schumacher were callers at the Blundell home Sunday.

A Mr. Smythe has been threshing in the Wm. Hollinrake vicinity this week.

Dick Path returned Tuesday from his trip to Iowa.

Will Ross of Canton is picking corn for Henry Gasseling.

E. W. Schumacher and W. H. Bellevue went to Alliance last Monday to serve as witnesses for Dick Mobler, in his final proof on his homestead.

Jim Blundell and Ed Schumacher were callers at the Schumacher home Thursday.

Fred Wheatstone was hauling grain to Hemingford this week with his four-mule team.

Todd Robbins was stacking hay the latter part of the week.

Mike Tachacher autoed to Hemingford Saturday.

Peter Annen was a caller at the Delsing ranch Saturday.

Jim Blundell went to Hemingford Saturday after a load of lumber and supplies.

Theo. Neeland was called to Boulder, Colo., this week, where his wife was expecting to undergo an operation. He returned home Sunday.

Katen Bros. were busy fencing this week.

Gene Reeves was a caller at the Fred Neeland home Sunday.

Take Care of That Itching—All Itching Borders on Eczema

Do you regard that itching as a serious thing? It is! Unless you begin to fight it with Dr. Hobson's Eczema Ointment, the disease is likely to cling on for months and years. Scores of grateful users say: "Why did we waste those months and years in agony when so tested a remedy was on the market." This ointment is no experiment; it is absolutely healing in its power. Do not allow it to become serious. Buy a box today to fight the beginnings of eczema. 50c a box.

PLEASANT HILL

Pleasant Hill is not a very large place, but it likes to be represented in the leading papers of the county.

Hauling spuds to market is an every-day job.

H. H. Renswold is cementing his sod house on the outside, and when completed it will be one of the most up-to-date houses in this vicinity.

George Roth purchased a saddle horse, at the Hulbert sale.

They have recently installed a phone in the Pleasant Hill school

Some Special Values

IN

OVERCOATS



Just glance at the illustration at the left—isn't that about as dressy an overcoat as you've seen? We have them exactly like it, in a number of sizes. While this overcoat would be very appropriate for men of mature years, it is especially designed to meet the styles and needs of young men—high school students and others.

Here are the specifications, from which you can accurately judge this overcoat value: Knee length, large patch pockets, double breasted with three neat buttons on each side, flared bottom now the style, and which will be in style for some time to come; extra wide lapels, silk velvet collar; yoke and sleeves lined with Venetian; wide cuffs; 5-8 inch welt seams, all double stitched; one-inch binding on bottom of coat; buttonholes well finished. This overcoat is in two colors, either Brown Heather or Green Heather—the mixtures that are now so popular with men's and young men's overcoats. All in all, this is one of the best overcoats we have ever sold for the price, which is

\$15.00

And this isn't all—we've got a beautiful assortment of Collegian Suits for men of all ages. We don't carry anything "loud"—they're all conservative colors and mixtures—and they're clothes that ARE good and that STAY good. They hold their shape and their seams until you're ready to discard them after hard wear.

AREN'T YOU ABOUT READY FOR THOSE THANKSGIVING TOGS?

Whether it's an overcoat, a suit, a sweater, a mackinaw, a cap or hat, a pair of nifty gloves, a suit of underwear, a pair of shoes, a shirt, a pair of socks, or even a handkerchief, come right in and let us fit you out. We're a little proud of our reputation as men's outfitters, and we're not going to jeopardize this reputation.

JUST A SUGGESTION

The Holidays are almost here, and the women folks are already confronted with the question, "What shall I get him?" You'll find Laing's have the "useful" kind of presents, and we'll be glad to help you pick out something appropriate.

C. J. Laing

MODERN CLOTHES FOR MEN

Special Sale

AT THE

Bee Hive

For Ten Days
Beginning November 17

Pillow Tubing, worth 16c yard, per yard	12c	Candy pails, each	5c
Pillow cases, worth 35c pair, per pair	25c	Amoskeg and Red Seal Gingham, per yard	7½c
Jap silk crochet thread, worth 10c, per ball	5c	India Linen, 25c quality, per yard	17c
Fletcher's yarn, worth 15c per skein, per skein	10c	India Linen, 15c quality, per yard	8c
Pearl buttons, worth 5c per card, 2 for	5c	Sateens, worth 25c, per yard	15c
Alliance pen tablet, worth 10c, each	7c	Calico, per yard	4½c
Children's two-piece suits, per suit	30c	Towels, worth \$1.20 per dozen, per dozen	80c

ONE-THIRD OFF ON PLATTERS AND VEGETABLE DISHES
BIG REDUCTION ON BROWN STONWARE AND JARDINIERS
We have on hand a big supply of chair seats

THE BEE HIVE

house. So now, boys, you can talk to the school ma'am.

Mr. and Mrs. Chris Hansen entertained the following for dinner Sunday: J. P. Jensen and family, M. and Mrs. J. P. Christensen and son Mrs. Luella Spracklen and sons, John Richmond, Albert and George Roth and Thorwald Lund. Mr. and Mrs. Hansen expect to leave for Oregon Thursday, where they will spend the winter.

Jesper Jepsen and family were the guests at the K. Christensen home Sunday.

J. P. Christensen, son and daughter, autoed to Alliance Monday to have some dental work done.

Chris Hansen and son were business visitors at Alliance Saturday, the latter having some dental work done.

John Mabin and wife called at Mike Butler's, Friday afternoon.

F. M. Seidell has been in this neighborhood the last week, taking farm records.

A FAIR WARNING

One That Should be Heeded by Alliance Residents

Frequently the first sign of kidney trouble is a slight ache or pain in the loins. Neglect of this warning makes the way easy for more serious troubles—dropsy, gravel, Bright's disease. 'Tis well to pay attention to the first sign. Weak kidneys generally grow weaker and delay is often dangerous. Residents of this locality place reliance in Doan's Kidney Pills. This tested remedy has been used in kidney trouble over 50 years—is recommended all over the civilized world. Read the following:

James A. Kersey, Chadron, Nebr., says: "I had slight symptoms of disordered kidneys. There had been Bright's disease in my family for several generations and I decided to try Doan's Kidney Pills. This medicine soon cured me."

Price 50c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that cured Mr. Kersey. Foster-Milburn Co., Props., Buffalo, N. Y.

Get Rid of Those Poisons in Your System!

You will find Dr. King's New Life Pills a most satisfactory laxative in releasing the poisons from your system. Accumulated waste and poisons cause manifold ailments unless released. Dizziness, spots before the eyes, blackness and a miserable feeling generally are indications that you need Dr. King's New Life Pills. Take a dose tonight and you will experience grateful relief by morning. 25c.

Beware of Cheap Substitutes

In these days of keen competition it is important that the public should see that they get Chamberlain's Cough Remedy and not take substitutes sold for the sake of extra profit. Chamberlain's Cough Remedy has stood the test and been approved for more than forty years. Obtainable everywhere.

Save Money on Your Coal

Use Colorado Nut and Lump

For genuine economy, Colorado Nut and Colorado Lump can't be beat. They possess so many distinctive features that you will see as soon as you use them WHY they are better for both heating and cook stoves.

FREE FROM SOOT, FREE FROM CLINKERS,
LESS ASH, LASTS LONGER, QUICK IGNITION,
LESS DUST, WELL SCREENED

There is a combination of features that are found in very few coals, no matter where they come from nor how much they cost. In addition, Colorado coal makes a hotter fire, and HOLDS FIRE longer.

Nut \$8.25 Lump \$8.50

Feed, Ice, Kerosene, Gasoline and Lubricating Oils

Phone 5

VAUGHAN & SON

ILER GRAND HOTEL

16th and Howard Streets OMAHA, NEBR.
All Stockmen know this Hotel—Most of them stop with us
Well Located Always Comfortable

South Omaha Cars Pass Our Door

RATES: \$1.00 to \$2.00 Single; 75 cts. to \$1.50 Double

Try us once under the new management

You will come again

Harry Ryan still in charge of the Bar

Popular Priced Cafe P. W. MIKESELL, Prop.

A half dozen fine Bone Tipped Corn Cob Pipes, symbols of the comfort we furnish, mailed to you FREE OF ALL CHARGE, if you send us this add with your address



DYE & OWENS

Transfer Line

HOUSEHOLD GOODS moved promptly, and Transfer Work solicited.

Dray Phone 54

Residence phone 636 and Blue 574