

**THE STORE.**

We desire to say to the alliance people of this great state that our stock is one of the largest and most complete general stocks in the whole country, and we are in the market to sell goods. We want your trade, and if good goods at right prices and a square deal every time will get a portion we are bound to have it. Our aim is to sell everything; our motto is "Cheaper than anybody." And we propose to fight it out under this banner if we have to sell all the goods in the country. Our mail order department is in excellent running order and all inquiries as well as orders receive prompt attention. Money cheerfully refunded if goods are not satisfactory. A trial order solicited and satisfaction guaranteed.

Respectfully,  
**MAXWELL, SHARPE & ROSS CO.**  
 TELEPHONE NO. 47.  
 1532-34-36 East O St., Lincoln.  
 Mail orders promptly attended to.

**THE STORE.**

**Grocery Department.**  
 Southern granulated sugar will sell for 6 1/4c per pound. Eastern granulated sugar, H. & E., 6 1/2c per pound. California extra C, 6c per pound. Cut leaf sugar, 8c per pound. Powdered sugar, 8 cents per pound. All package cakes are still 1 1/2c per pound. A genuine Mocha and Java still 90c per pound. New York hand picked navy beans, per pound 5c. German hand picked navy beans, per pound 4 1/2c. New Carolina rice, per pound 7c. New Japan rice, 6c. Baked oats per pound 4 cents. Rolled Rye, 4 cents. Snowflake hominy, per pound 5c. New York state buckwheat per pound 4c. Big Biscuits baking powder, per pound 10c. Bombay baking powder, 10c. Priests and Royal baking powder, per pound 12c. Choice leaf lard, per pound 9c. New layer lard, per pound 9c. New London layer lard, per pound 10c. New Mescal raisins, in boxes, per pound 14c. New Muscatel raisins, in bags, per pound 9c. New Leghorn citron, per pound 9c. Genuine Ohio maple syrup, per gallon 80c. Star tobacco, per pound 39c. Horshoe tobacco, per pound 39c. Ollmar tobacco, per pound 39c. Sperhead, per pound 39c. Quantity and Quality, per pound 39c. Joker, per pound 29c. A genuine kila dried smoking tobacco for 19 cents per pound. French peas, per can 15c, worth 20c. French mushroom, per can 18c, worth 20c. New Flatmouth corn, per can 9c, worth 12c. New Baltimore tomatoes, per can 9c, worth 12c. New early June peas, per can 12c, worth 20c. New stringless beans, per can 9c, worth 12c. New 3 pound California peaches, per can 22c, worth 30c. New 3 pound California pears, per can 22c, worth 30c. New 3 pound California cherries, per can 22c, worth 30c. New 3 pound California apricots, per can 20c, worth 25c. New 3 pound California grapes, per can 17c, worth 25c. New

3 pound California plums, per can 10c, worth 25c. New 3 pound Standard California peaches, per can 20c, worth 25c. New 3 pound Standard California peaches, per can 15c, worth 20c. New 3 pound California Pie peaches, per can 12c, worth 15c. New 2 pound Standard Baltimore gooseberries, per can 10c, worth 15c. New 2 pound Standard Baltimore blackberries, per can 10c, worth 15c. New 3 pound Standard Baltimore raspberries, per can 12c, worth 20c. New 3 pound Standard Baltimore Strawberries, per can 12c, worth 20c. New 3 pound Alaska Salmon, per can 12c, worth 20c. New Pack imp. sardines, per can 5c, worth 15c. New packed mustard sardines, per can 6c, worth 10c. Spanish Queen olives, per bottle 24c, worth 40c. Halford's sauce, large, per bottle 35c, worth 40c. Halford's sauce, small, per bottle 19c, worth 25c. Crosse & Blackwell pickles, per bottle 35c, worth 40c. Crosse & Blackwell jams, per bottle 24 cents. English style pickles, per bottle 24c, worth 30 cents. Schimmel's catsup, pink, per bottle 15c, worth 25c. 8 oz. bottle lemon extract, per bottle 25c, worth 50c. 8 oz. bottle Vanilla extract, per bottle 25c, worth 50c. Imported macaroni, per package 14c, worth 20c. Imported Vermicelli, per package 14c, worth 20c. A good broom for 15c, worth 20c. A good washboard for 15c, worth 20c. A good water pail for 15c, worth 20c. A good blacking brush for 10c, worth 25c. We are still selling our 50c teas for 50c a pound and a good Japan tea siftings for 17c. Choice country butter, 90c per pound. Remember we sell groceries cheaper than anybody.

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 1532-34-36 East O St., Lincoln.  
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**THE STORE.**

**Furniture Department.**  
 A few chilly facts. Notwithstanding the fact that our holiday trade was unusually large, we have a full and complete assortment of Furniture bought at remarkably low figures, and will be disposed of at prices that cannot be beaten by anybody. We will quote you prices on a few staple articles, and guarantee anything in this department can be bought at correspondingly low prices. Wood seat chairs, 3 spindles, at 45c. Wood seat chairs, 4 spindles, at 50c. Perforated seat chairs at 75c. Perforated seat and back chairs at 80c. A nice cane seat chair at \$1. A nice wood-seat rocker at 75c. A nice perforated seat rocker at \$1. A large Boston rocker at \$2. A cane seat and back rocker at \$1.75. A scroll arm cane seat and back rocker at \$2.25. High chairs, with and without table, from 85c up. Children's rockers from 75c up. Children's cradles from \$1.50 up. Bedsteads from \$2.50 up. Stand and woven wire springs at \$1.24. Cotton top mattresses at \$2.75. Wool mattresses at \$4.25. Part wool mattresses, extra carded, \$5.92. Hair mattresses as low as \$9.85. We still have a few of those solid oak chamber suites

at \$18.75. A silk tapestry parlor suite for \$38.50. High back cane nest chairs each \$1.25. High back cane seat rockers each \$2.15. We have a few articles that were bought especially for the holiday trade that can be bought at exceedingly low figures. Parties contemplating the furnishing of rooms for the legislature will do us a favor by calling and looking over our stock and getting our prices before purchasing elsewhere. We will save you from 15 to 25 per cent on what you purchase. Remember that we sell Furniture cheaper than anybody.

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**THE STORE.**

**Dry Goods Department.**  
 40 inch black Mohair, great bargain, 50c, worth 75c. 42 inch black Mohair at 60c, worth 90c. 44 inch black Mohair at 85c, worth \$1.25. 46 inch black Mohair at \$1, worth \$1.50. 40 inch black all wool Henrietta at 50c, worth 70c. 40 inch black all wool Henrietta at 60c, worth 78c. 40 inch black Surah twill at 70c, worth \$1. 40 inch black silk warp Henrietta at \$1, worth \$1.50. 40 inch black silk warp Henrietta at \$1.25, worth \$1.75. 46 inch black silk warp Henrietta, special, at \$1.30, worth \$1.98. 42 inch black silk warp Henrietta at \$1.50, worth \$2.25. 46 inch black Taffeta at \$1.40, worth \$2. 44 inch black twill with Mohair stripe at \$1.35, worth \$1.90. 40 inch all wool Henrietta, all shades, at 45c, worth 60c. 46 inch all wool Henrietta, all colors and black, at 75c, worth \$1. 48 inch all wool Henrietta, all colors and black, at 95c, worth \$1.50. We have a nice line of evening shades at 68c, 73c and 85c. A choice line of Flisde will be sold at 25c, 39c, 42c, 50c, 59c, 60c and 90c, one-third less than their value. 36 inch English Henrietta, all shades and black, 25c, worth 35c. 38 inch English Henrietta, all shades and black, 35c, worth 48c. All our best 10c Gingham will be sold at 6c. A lot of Gingham, fast colors, will go at 4c. Every piece of our best Prints we will sell for 4c, worth 7c. Our own LL 4-4 Muslin at 6c, worth 8c. Lonsdale 4-4 bleached at 7c, worth 10c. Linens, Flannels, Blankets, Yarns, Hosiery, Underwear, Notions, etc., at proportionate low prices. Remember we sell Dry Goods cheaper than anybody. West entrance, first floor.

TELEPHONE NO. 47.  
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**Shoe Department.**  
 We have about \$6,000 worth of bankrupt stock left, which we are selling at less than cost of leather. The goods are of the very best make and every pair guaranteed or money refunded. Below we give you a few of our prices and invite you to inspect our stock. Ladies' best Dongola H. T., \$2.75, for-

mer price \$4. Ladies' Cur. Kid, opera and common sense, \$2.50, former price \$3.75. Ladies' Bright Dongola, 2 1/2c, former price \$3.25. Ladies' Dongola, opera and common sense, at \$1.50, former price \$2.50. Ladies' Grain Button at \$1.05, former price \$1.60. Ladies' Dongola Button at 78c, former price \$1.75, former price \$3. Ladies' Calf Button at \$1.50, former price \$2.50. Misses' Dongola, high cut heel and spring heel, at \$1.35, former price \$2.25. Misses' Oil Goat, heel and spring heel, \$1.20, former price \$2. Misses' School Shoes at \$1, former price \$1.65. Misses' Goat Tip at \$1, former price \$1.50. Child's School Shoes, button, at 98c, former price \$1.35. Child's solar tip Oil Grain at 77c, former price \$1.25. Infants' shoes at 10c, 25c, 40c and 50c. Men's French Calf H. & S. at \$5, former price \$7.50. Men's French Calf H. W. at \$3.50, former price \$5. Men's Calf H. W. at \$3, former price \$4.50. Men's Waukegan H. W. at \$2.30, former price \$3.75. Men's Genuine Calf, all solid, \$2, former price \$3.25. Men's Button, Lace and Congress, \$1.20, former price \$2.25. Boy's high cut Calf Button \$1.75, former price \$2.75. Boy's Calf, all solid, at \$1.25, former price \$2.25. Boy's Button and Congress at \$1, former price \$1.85. Men's Kip boots at \$1.95, former price \$3.50. Men's Oil Grain boots at \$1.19, former price \$2.25. Boy's Oil Grain boots at \$1.35, former price \$2.50. Boy's Flesh Split, solid as a rock, at 90c, former price \$1.75. Ladies' first quality Arctics at 78c, former price \$1. Ladies' warm lined Alaska at 75c, former price 90c. Misses' Arctics at 68c, former price 90c. Children's Arctics at 58c, former price 75c. Children's Rubbers at 15c, former price 35c. Men's Pure Gum Boots at \$2.25, former price \$3.50. Men's felt boots at 39c, former price \$1. Men's Arctics at 98c, former price \$1.35. Men's rubbers at 50c, former price 80c. Boy's rubber boots at \$1.78, former price \$2.50. Remember that we sell Boots and Shoes cheaper than anybody.

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**THE STORE.**

**Crockery Department.**  
 In this department the same low prices prevail and we are sure a visit will result in one or more purchases. The department embraces a complete line of china, glassware, crockery and stoneware, lamps and lamp goods, etc. Read these prices: Teacups, 5c; with handle, 7c; tea saucers, 5c, coffee saucers, 6 1/4c; 5-inch plates, 6c. 6-inch plates, 6c; 7-inch plates, 7c; 8-inch plates, 8c; 7-inch soup plates, 8c; 8-inch soup plates, 9c; 8-inch platters, 19c; 9-inch platters, 24c; 10-inch platters, 29c; 11-inch platters, 33c; 12-inch platters, 39c; 14-inch platters, 44c; small bowls (36), 11c; medium bowls (30), 14c; large bowls (24), 17c; 0-inch round scolloped

vegetable dishes, 14c; 6-inch round scolloped vegetable dishes, 19c; 7-inch round scolloped vegetable dishes, 24c; 8-inch round scolloped vegetable dishes, 29c; 9-inch round scolloped vegetable dishes, 33c; 10-inch round scolloped vegetable dishes, 38c; fine oval pickle dishes, 16c; 7-inch covered tureen, 54c; 8-inch covered tureen, 63c; No. 36 fancy shape pitcher, holds 1 pint, 14c; No. 30 fancy shape pitcher, holds one quart, 19c; No. 24 fancy shaped pitcher, holds 3 pints, 24c; No. 12 fancy shaped pitcher, holds 2 quarts, 33c; No. 6 fancy shaped pitcher, holds 1 gallon, 48c; plain dessert dishes, 4c; sugar bowls, 35c; gravy boat, 24c; soup trays, 12c; covered butter dishes, 45c; large wash bowls, 39c; large wash pitchers, 39c. This is the celebrated J. and G. Meakin's ware, and is the best white ironstone china made on this earth. We have in stock some rare patterns of Havelin's decorated dinner and tea sets at right prices. We have a few very handsome designs in decorated porcelain ware that we can sell as complete dinner or tea sets or by the single piece. This is a very desirable thing to buy, as you can have as large or small a set as you please to begin with and add to it as your purse allows or your circumstances demand. Be sure you see this when you come in. Our stock is complete in all departments and prices are guaranteed. We sell dishes cheaper than anybody. Third floor, east side.

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 1532-34-36 East O St., Lincoln.  
 Mail orders promptly attended to.

**THE STORE.**

**Hardware Department.**  
 The most crucial out of all, but fortunately at a time when it will do everybody some good and help to round out the corners of the old year. The first thing that came in our way in this department was Heating Stoves, and we have trimmed them of every vestige of profit and now offer our Heating Stove on our floors at absolute cost. We mean this and don't propose to tie up money in Heating Stoves by holding them for a profit until next winter. Cut No. 2 is an even 25 per cent off on all Silverware in plush cases and children's sets (knife, fork and spoon). Cut No. 3 is 40 per cent off on a fine line of Pocket Knives, the largest line in the city. Cut No. 4 is on Skates and this will catch a great many. Cut No. 5, which is a very important one, as it embraces our entire Tinware department, which we have on an average cut square in half. This ought to catch the housekeepers. Cut No. 6 takes in our gun department. Now, here is the finest layout of guns in the state outside of Omaha. We have quite a number of fine double guns, such as Pieper, Richards, Redman, Columbus and a number of other makes, worth from \$55 to \$65. These guns have been used a few times only. You can have your choice of the lot for \$2.50. We have also a number of guns that would be cheap at \$85 and on account of having hired them out a few times

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we will sell them at \$22.50 for your choice. We are exclusive agents in this city for Stevens' Rifles, the very best known target rifles. On any kind of a gun we will duplicate eastern prices and save you the freight. Bring in your list and discounts. Cut No. 7 is where our cutting quantities show up. It comprises our line of shears and scissors. The set at \$1 is large and complete and includes a number of the best makes. On these we rounded off 25 per cent. Cut No. 8 interests the men only. No beardless youths nor young ladies need apply, as this is on razors only, and most every one has some favorite maker. See if this list includes yours: There is Wade & Butcher's, Bengal, Electric, Twin Brothers', Queen, Northfield and the new Hornet. This last razor you want to see, as it is ground on a new principle and is a hummer. The discount on these goods is 12 1/2 per cent. Cut No. nine is in scales. We have just put in a new stock, but we must sell, and offer the marble slab butcher's scale at \$11.75, worth \$15.00; Butcher's pan scales at \$3.75, worth \$5.00; Spring balances, 15c to \$1.50 each; Tea scales, very fine, \$2.98 each, worth \$4.50. Anything in the Scale line, from a postal scale to a railroad track scale, to order. Cut No. ten will be felt more by the horses, hogs and cattle, as it is on barbed wire. We have three carloads in our warehouse, bought at the very moment that the prices reached the bottom. Our cut price is so low that it is simply "out of sight." If you want wire call or write for prices. After our No. 10 we had kind of got our hand in and declared a general out on the entire hardware department, which makes our store the spot for hardware. We sell it cheaper than anybody. First floor, east side.

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 1532-34-36 East O St., Lincoln.  
 Mail orders promptly attended to.

**THE STORE.**

**Cloak Department.**  
 Slaughter! Slaughter!! "Our big knife has done its work." Thousands of dollars will absolutely be given away in the next two weeks. The greatest of all bargain sales. Once in a life time is such an opportunity offered. You can buy of us at retail prices for less than regular factory prices. All our cloaks must go in the command. Carry nothing over is our motto. One thousand cloaks, cloth jackets, walking coats, Newmarkets, plush saques and jackets reduced 40 per cent. You surely can be suited. A \$6 jacket for \$3.60, an \$8 Jacket for \$4.80, the \$10 Jackets and Newmarkets for \$6. All \$15 Jackets and Newmarkets for \$9. The \$27.50 Plush Saques for \$16.50. Our \$40 Plush Saques for \$24. All \$60 Plush Saques for \$36. This discount of 40 per cent applies to everything in this department. Remember we sell Cloaks cheaper than anybody. Second floor, west side, take elevator.

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**The Farmers' Alliance,**  
 PUBLISHED WEEKLY AT  
 CORNER 11TH AND M STREETS,  
 LINCOLN, NEBRASKA.

**ENLARGED AND IMPROVED.**  
 J. BURROWS, Editor.  
 J. M. THOMPSON, Business Ma'gr.

We greet our readers this week with THE ALLIANCE enlarged to nearly double its former size. We intend to add to its value editorially as much as we have to its size. We hope to be able further to enlarge it to a seven column quarto, and will do so as soon as our patronage justifies it.

We realize fully that THE ALLIANCE has won the place it holds by its FEARLESSNESS AND TRUTH. It will not be changed in those particulars. We have voluntarily rejected a valuable income from corporation advertising, for the reason that that patronage is bestowed to control the press. We ask our friends to make this up to us in increased subscriptions. Our largely increased expenses have compelled us to slightly increase our price.

**TERMS:**  
 Single subscriptions..... \$1.25  
 Five subscribers to one order one year... 5.00  
 Persons sending clubs can add single subscriptions at the same rate. These terms will be rigidly adhered to.

**PREMIUMS.**  
 THE ALLIANCE one year and Looking Backward post paid..... \$1.50  
 Ditto and Labor and Capital by Kellogg..... 1.40  
 Ditto and Caesar's Column..... 1.50  
 " " Our Republican Monarchy by Venier Voldo..... 1.40  
 The above books for sale at this office or sent post paid as follows:  
 Looking Backward..... 50cts.  
 Caesar's Column..... 50cts.  
 Labor and Capital..... 30cts.  
 Our Republican Monarchy..... 25cts.  
 Address:  
**ALLIANCE PUB. CO.,** Lincoln Neb.  
 Wanted, Corn, etc., in Exchange For Fuel, Posts etc.  
 BELMONT, Neb., Dec. 29th, 1890.  
 ED. ALLIANCE: Would you please to state in your paper for the benefit of the Alliance in this part, that if any of our Bro. organizations along the line of the B. & M. E. R. who have to buy their fuel will address us, it may be we can furnish it as cheap as they can get it, and it would be a great benefit to us if we could arrange a medium of exchange as crops were almost a failure here. We would be glad to get anything in the line of grain for wood or fence posts or money.  
 By request of Alliance No. 1013.  
 Reference, H. G. STEWART.  
 Address Z. T. SMITH,  
 Belmont, Dawes Co., Neb.

**The Victory Feed Mill**  
 The Best Mill in the World  
 For grinding Corn with or without the shuck, and all kinds of small grain. Capacity 15 to 50 bushels per hour.



Made in three sizes, four, eight and twelve horse power. 25-4  
 Address, THOS. ROBERTS, Springfield, O.

**TREES AND PLANTS!**  
 A full assortment of Forest and Fruit Trees, Plants, Vines, Etc., of Hardest sorts for Nebraska. Special prices to Alliance societies. Send for price list to North Bend Nursery, North Bend, Dodge Co., Neb. Established 1858. J. W. STEVENSON, Proprietor.

**Keep It Before The People.**  
 The Lincoln Shirt Factory, established in 1890 is the oldest one and in fact the only shirt factory in the city. We therefore warn the public against any other firm or person pretending to be in a similar business in Lincoln. We are strictly a home industry, employing home labor and patronizing other home industries, and have therefore more claim upon home patronage than any foreign firm represented here sometimes by traveling agents. Besides we can give prompter and better satisfaction than any foreign firm, for we are always right here and ever anxious to please. Orders are respectfully solicited and first class workmanship and perfect fits are guaranteed. Members of the legislature, some of whom have already left their orders, are cordially invited to give us a call. Parties desiring shirts to order that are sure to please will remember to call at 1008, O St. 4180  
**A. KATZENSTEIN, Sr.**

**TO THE LAW MAKERS OF NEB.**  
 On your arrival in Lincoln, and during your stay in the city, it will doubtless occur to your mind, where is the best place to buy some clothing or furnishing goods. We would suggest go to the Ewing Clothing Co., because they are the only first class American house in the city. They carry the finest and best brands of goods. They are thoroughly reliable in every sense of the word. They are strictly one price, thus have they established the confidence of the trading public and they enjoy the largest and finest trade in the city. 30ct

**A. HURLBUT & CO.**  
 DEALERS IN  
 Clothing and Furnishing Goods.  
 10 PER CT. OFF TO MEMBERS OF THE ALLIANCE.  
 Cor. P and 10th Sts., Lincoln, Neb.

**RUDGE & MORRIS**  
 FOR  
**CHRISTMAS PRESENTS.**  
 Table and Pocket Cutlery,  
 Shears and Scissors,  
 SKATES AND SLEDS,  
 Decorated Tea and Coffee Pots  
 The largest stock of hardware Holiday goods in the city.  
**RUDGE & MORRIS, 1122 N St., Lincoln, Neb.**

**J. W. WINGER & CO.,**  
 1109 O STREET.  
**THE CHEAP STORE**  
 We wish to impress this on the minds of the ALLIANCE FAMILIES.  
 We will sell them dry goods cheaper than any store in Lincoln.

All we ask of you is to  
**COMPARE OUR PRICES.**  
 GET OUR PRICES ON  
 Gingham, muslins, sheetings, dress goods, Linens, Hosiery and underwear.  
 Write us for samples we will assure you prompt attention.  
**J. W. WINGER & CO.**  
 1109 O Street- Lincoln, Neb.

**ALLIANCE BEEF**  
 AT THE  
**Lincoln Meat Co.,**  
 CHEAP FOR CASH.  
 Best Bacon 8c. Shoulders 6c. Roast Beef 6c. Beef Stew 6c.  
 Boiling Beef 3 and 4 c. Sausage 7c. Pork Steak 7c. Cal. Ham 5c.  
 Roast Pork 6 and 7 c.  
 We will pay the highest price for hides and poultry. For live turkeys \$1 to 9c.  
 Successor to Manger Bros.  
 816 P Street. 816 P Street.

**HOTEL MACK.**  
 824 P St., North of P. O.  
 Centrally located and newly furnished throughout. Table first-class.  
**LARGE AND ELEGANT ROOMS.**  
**STEAM HEATED.**  
 Terms \$1.25 to \$1.50 Per day. JAMES McHAFFIE, Prop.

**UNDERWEAR.**  
 We have just completed arrangements by which we can offer Ladies', Men's and Children's underwear at exactly case prices, and sell you any quantity you wish. The goods offered are all strictly first-class.  
**READ THE LIST.**  
 Men's red mixed wool shirts and drawers, each..... \$ 37 1/2  
 Men's brown mixed wool shirts and drawers, each..... 37 1/2  
 Men's red and white striped shirts and drawers, each..... 37 1/2  
 Men's brown and white striped shirts and drawers, each..... 37 1/2  
 Men's heavy scotch mixed shirts and drawers, each..... 37 1/2  
 Men's heavy gray all wool shirts and drawers, each..... 80  
 Men's heavy gray all wool double breasted shirts..... 1.00  
 Men's extra heavy all wool shirts and drawers, each..... \$ 95  
 Ladies' jersey vests medium weight each..... 19  
 Ladies' fine merino vest and drawers, each..... 37 1/2  
 Ladies' fine all wool scarlet vests and drawers, each..... 70  
 Ladies' extra fine all wool scarlet vests and drawers, each..... 80  
 Ladies' XXX scarlet all wool vests and drawers, each..... 1.00  
 Ladies' XXX scarlet all wool jersey vests and drawers, each..... 80  
 Children's underwear at proportionate prices. In ordering please make second choice as what you want may be closed out before your order is received.  
 27ct  
**J. W. HARTLEY, State Agent, Lincoln, Neb.**

**FALL AND WINTER EDITION.**  
**GENERAL CATALOGUE.**  
**Everything You Eat, Wear and Use NOW READY.**  
 You cannot afford to be without it; even if you don't send orders to us, it will save you money as a guide to prices you should pay at home. We furnish the book free. Send 6 cents to pay the postage on it.  
**H. R. EAGLE & CO.,**  
 Wholesale Farmers' Supply House,  
 68 Wabash Ave., CHICAGO.