



THE TRICK.

A TRICK may involve deceit or it may be a display of peculiar skill. There is deceit in some soaps, but there is none in Ivory Soap; it is a display of peculiar skill. It will stand any test and can be relied upon to do all that is claimed for it.

IVORY SOAP IS 99% PER CENT. PURE.

THE CHIEF

PUBLISHED BY
W. L. McMILLAN.
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Local advertising for entertainments, concerts, socials, etc., given by churches, charitable societies, etc., where all moneys raised therefrom are used wholly for church or charitable societies, first ten lines free and all over ten lines 2 1/2 cents per line per issue.

Local advertising of entertainments, concerts, recitals, etc., where per cent is given to promoters, 5 cents per line per issue.

DISPLAY ADVERTISING.
One column per month..... \$7.00
One half column per month..... 3.50
One fourth column per month..... 1.75
General display advertising 3 1/2 cents per inch per issue.

Our total foreign trade this fiscal year is likely to exceed two and a quarter billion dollars.

When Aguinaldo receives the November election returns he will change his opinion of his American correspondents.

Kansas has experienced a few cyclones, but they were not of sufficient severity to offset the prosperity now raging in that state.

Middle-of-the-road populism possesses the courage of its convictions. But the other variety possesses the faculty for political diekering.

We have imported \$70,000,000 worth more free goods this fiscal year, up to April 30, than in the corresponding ten months of the last fiscal year.

Pettigrewism is the running-mate of pessimism, and Tiltmanism is hooked up with filthiness. The face of democratic leadership is constantly turned gloomward.

Corn, steers, hogs, beef, mutton, eggs, pork, bacon, hams, lard, hides, cotton and hay all advanced in price during April. The farmer is still getting a share of the general prosperity.

Just at the present time the democratic party is long on sympathy for the export trade. This is the same democratic party that declined to exhibit any sympathy or mercy for the American laborer when it framed and enacted the Wilson tariff bill.

The Illinois republicans have ruined a large batch of democratic expectations by holding a harmonious convention and placing an excellent ticket in the field. The indications are that this is going to be a record-breaking year for democratic disappointment.

The frank and cordial treatment of the Boer envoys by the President and Secretary of State showed those gentlemen that the efforts to make it appear that the Administration is prejudiced against them are unfounded. Indeed, it was quickly made apparent to them that the government had done all that it could do, for it had already tendered its good offices to bring about peace, a thing which no European nation had done. If the Boer envoys will but take the pains to investigate they will make the discovery that they are being utilized for campaign material by some rather small democratic politicians. The latter do not hesitate to take advantage of any cause that promises returns.

The enumerators for taking the 12th census will begin work to-day. In order to facilitate their work and to render it as accurate as possible, the attention of the people in general is called to the list of questions relating

to the two principle schedules, the one relating to population and the other to agricultural statistics. The population schedule appeared in this paper two weeks ago and the list of questions for agriculturists appears in this issue. If upon reading these, the heads of families will sit down in conference and write down the answers to these questions, or refresh their memories so that they can answer promptly when the enumerator appears, it will greatly aid in the rapid and correct collection of the statistics desired.

It is well to remember that it will be received by the government in absolute confidence, and can be used in no way to the detriment of the person giving the information. It cannot be made the basis for assessment or taxation. Nor will it be divulged in any manner except as a part of the computation of the general statistics of the country. In districts like this where agriculture in its various forms, is the basis of all business, the statistics of agriculture are of the first importance. There are 48 questions on the schedule relating to this branch of the census, intended to cover conditions as they exist in all parts of the country. Many are not applicable to farming in Nebraska, so that we are not specially concerned with them.

Decoration Day Services
Last Wednesday was Decoration Day, the day that is set aside as a national day to honor the nation's dead, and decorate their graves, but a day which has at last become a universal decoration day, for the decorating of graves of loved ones who have gone before, be they nation's dead or our own. A few short years ago it was the customary habit of people to go to the grave yard and honor the dead heroes and return, but at the cemetery last Wednesday, it was a noticeable fact that almost every grave within the city of the dead had been remembered by some one who had been left behind. All through the day, from morning until evening, a continuous throng kept evening their way to the cemetery to honor some dead relative or friend. The overseer had been at work for several days past arranging and fixing up the graves, and the general appearance of the cemetery was very creditable. The regular program of the day began at 1:30, when the bugle called the G. A. R. and W. R. C. to their hall, and from which place they marched to the opera house where the program as published last week was given.

At 3 o'clock the procession formed with the band in the lead, followed by the G. A. R. and W. R. C. in carriages, and next came the citizens in carriages. The procession was one of the longest that ever formed in this city, and went to the cemetery to honor the dead. At the cemetery the usual G. A. R. and W. R. C. memorial service was given and the graves of the dead soldiers and members of the W. R. C. decorated by them. After the ceremony to the unknown dead, the band proceeded to the grave of Benjamin F. McCune, one of their recently deceased members and played a piece in memory of him who only a short time since was one of them. After all ceremonies had been completed, almost every grave in the cemetery decorated, the crowd wended their way back to the city and the tribute to the dead being over, the cares of the living were again taken up.

A Pleasant Event.
Monday evening the Ladies Aid Society of the M. E. church gave their president, Mrs. Rust a grand reception. When they came in on her with their husbands, their uncles and their cousins, the good lady was greatly surprised, and was (if you permit the slang), a good deal "rattled," but she soon gained her presence of mind, and made them welcome. But where was "Pap," that was the question? He soon came up the street, and hearing the talking, and seeing the lights all over the house, he had time to pretty near compose his mind so that when he came into the house he was as cool as though he knew all about it. When the wooden articles began to be presented, it just dawned upon them that it was the occasion of their wooden wedding. After a "feast of reason and a flow of soul," refreshments were served, consisting of ice cream, cake and strawberries, and all went merry as a marriage bell. At a proper time all went home happy. "Pap" was up earlier than usual the next morning.

ALMOST FORGOTTEN.

Incidents of Every Day Life Which Very Few People Stop to Think About on Account of Their Littleness

This is the time of year when the "later" bug begins to get in his work—Likewise the bed bug.—We heard one man say there were enough bugs on his farm, both big and little to keep the saucy in bug juice for the next year, if he only had some way of squeezing it out.—He has a queer idea of the meaning of "bug juice."—Why is it that an iceman never washes his ice before he weighs it?—Did you ever notice how easy it is for the ladies who push "matrimonial fruit baskets" ahead of them to get along some of the winks.—Especially where they jump up two or three steps or down two or three steps.—They even cause exclamations of disgust to come out of the "baskets."—This is the time of year when a fellow would sooner go fishing than help his "fou" clean house or anything else.—The trouble is it is too hard to carry along enough "bait."—This week we heard a lady kicking because no snows came to Red Cloud.—With as much excitement as there is here we don't know what anyone wants of snows.—The lady evidently has not been attending church regularly for the past few weeks.—As for ourselves we can see no cause for complaint on the show line.—Even if the opera house is a little out of repair and cannot be used.—It is generally the person who don't take in a show that is always wanting one.—The competition in the stock market is something worth going miles to see.—That is at times.—Last Saturday was one of those times.—It was no trouble to get the highest market price.—Hog buyers were rolling all over themselves, and chasing each other up and down the streets to get the better of each other.—In this town a hot time.—Some people have queer ideas about the proper way to observe decoration day.—They seem to think the town should be decorated a beautiful red, white and blue.—The public schools closed yesterday and now just think of it, you will have to put up for three months with those "kids" you have been sending to school to get rid of.—And we don't suppose the school teachers care a cent either.—We will probably have one of those old-fashioned Fourth of July celebrations this year.—That is one like they had prior to 1776 when they had none.—However, young America can already be seen on the streets with a pocket full of fire crackers endeavoring to get some beam to run away.—When the mill gets to doing business we are going to commence to brag about the enterprises of our town.—Why don't someone raise a howl about the city council wasting the city money in trying to get a supply of water that is fit to drink.—This howl should come from the few reformers who did their utmost to keep the city from getting the money in the first place.—Have you noticed the amount of repairing and fixing up that is going on this year.—If that does not show signs of a thrifty community what does it show.—There are some however, who don't believe in fixing up.—You can always pick them out.—Won't the census enumerator have a hot time for the next three weeks.

"Alas how soon forgotten." T was only a short sentence, but a very appropriate one. T was heard at the grave yard last Wednesday, and was made by a party standing beside an unkempt grave that had not even a love flower on it to show that the one who lay beneath had a relative or friend on earth who remembered him or her. The overseer had mowed the weeds and grass away or probably it would never have been noticed. How many have relatives in this silent city whose graves are in this condition? How many are there who cannot afford to make the last resting place of a friend or relative present an appearance that someone remembers them. It is a duty you owe your departed ones, and if you cannot respect your dead the living should not respect you.

The work of connecting the wells at the water works is being pushed as fast as possible and will in a short time be in working order. Owing to the long time the wells have stood since being dug it was found necessary to sand pump them again and clean them out before connecting them up and be sure that everything was all right. Let the good work go on.

Favorite Prescription
Makes Weak Women Strong,
Sick Women Well.

JAN.	FEB.	MAR.
APRIL	MAY	JUNE
Every Month		
In the year most women have to suffer for a week. At the best this suffering interferes with household activities and social enjoyments. At the worst it shuts the woman in a darkened room or confines her to bed. Most women can be completely cured of irregularity by the use of Dr. Pierce's Favorite Prescription. It regulates the periods, stops enfeebling drains and cures female weakness.		
All praise is due to you for your wonderful Favorite Prescription. writes Mr. John W. Coffman, Ellipton, Casey Co., Ky. "My wife suffered with female irregularity, was confined to bed every three weeks. After using two bottles of Dr. Pierce's Favorite Prescription was cured, and has not suffered any derangement since. Your Favorite Prescription" is a boon for delicate women."		
Favorite Prescription		
Makes Weak Women Strong, Sick Women Well.		
JULY	AUG.	SEP.
OCT.	NOV.	DEC.

Our Boast AND What It Will Do for You.

We back the statement with lowest prices consistent with superior quality that we are the best store in the city to supply your wants. We try to study the inclination of our customers both as to goods and prices.

See our offerings, compare prices. You will find that we will lay you up a snug little sum at the end of the year.

We earnestly call your attention to the values we show. If not sure come in and be convinced; the goods are our convincers. We sell our goods at prices many dealers call once a week or once a month bargain prices, but they are here for you every day.

Shirt Waists.

Our Shirt waist sales have gone far beyond our most sanguine expectations simply because we are showing the

BEST STYLES AND GREATEST VARIETIES.

Now is the best time to buy as our sizes are becoming broken. We expect a big consignment this week from L. Munson & Co., New York, the great shirt makers. They are the very latest mid-summer styles.

PRICES, 45c to \$2.00.

Wrappers.

Our wrappers need no praising. Every lady is convinced by this time that ours is the line to select from and cheaper than you can make them.

65c and up.

PURITAN BRAND Hosiery

is well known by this time to be the best wearing line of hosiery you can buy for yourself or children. Prices range from

10C to 25C.

LINEN SKIRTS.

We have a few linen skirts left. For every day wear they have no equal being extremely light and cool. Prices in reach of all.

35c to \$1.50.

WASH GOODS.

The best way to be convinced is to notice the pretty summer dresses you see on the street or at public gatherings and then find out where they were purchased. We will certainly see you at our store soon for a new dress. We aim to have new designs to come in constantly so that no lady will have the same thing that her friend wears.

NEW DIMITIES, pretty figures, new stripes, latest effects

15c per yard.

CORDED MADRAS, makes a rich appearing dress at a small expense

13 1/2 to 14 1/2c per yard.

Novelties in summer goods are more popular this season than ever before. We are showing swell things in Silk Dotted Swiss, Silk Lace-striped Mousline De Laine, Silk Gingham, All Over Lace, Insertions, Zephyr Gingham, and many others.

Prices Very Reasonable.

BUY Queen Quality

THE FAMOUS \$3 Shoes for Women.



My Lady's Foot. SEE THAT THIS Queen Quality IS BRANDED ON EVERY SHOE.

Worn by the greatest number of women of any shoe made which should convince you that they have no superior and few equals for style, ease, wear or fit.

Oxfords \$2.50.

ANY STYLE. Our shoe trade is doubling every month.

Grocery Department.

We are gradually convincing the people we are handling a fresher and more superior line of groceries than any store in the city. On

SAURDAY, JUNE 9th.

A specialist will demonstrate in our store with our full line of coffees. Making you a cup of coffee from any grade from 15c to 40c per pound, you may designate. Lunch with us. Come in on this date and be convinced as to our coffees being cheaper and going farther than any coffee you can buy elsewhere.

Nebraska Mercantile Co.

PARAFFINE WAX

Don't tie the top of your jelly and preserve jars in the old-fashioned way. Seal them by the new, quick, absolutely sure way—by a thin coating of pure, refined Paraffine Wax. Has no taste or odor. Is air tight and acid proof. Easily applied. Sells in a dozen other ways about the house. Full directions with each round cake. Sold everywhere. Made by STANDARD OIL CO.

B. F. MIZER GROCER

- WHOLESALE AND RETAIL. OPERA HOUSE BLOCK.
- 25 oz can Mizer's best Baking Powder, per can (warranted) 15c
 - 50 pound sack of best High Patent Flour 90c
 - 10 lbs fine granulated Sugar on all orders 50c
 - 1 lb best cream Cheese 14c
 - Pure cider Vinegar, per gallon 18c
 - Best parlor Matches, per package 5c
 - 1 lb Silver Gloss Starch 5c
 - 2 packages Oxford Corn Starch 9c
 - 3 cans 3 lb Tomatoes 25c
 - 3 cans Cream Corn 22c
 - 4 lbs Evaporated Apples 25c
 - 4 lbs Extra Prunes 25c
 - 3 lbs Extra Large Peaches 25c
 - 4 lbs Raisins 25c
 - Extra Seeded Raisins, package 10c
 - 1 lb Home Shred Tobacco 40c
 - 1 gal best Sour Pickles, per gallon 25c
 - 2 lb Bulk Roasted Coffee (fine) 23c
 - 1 gal best Lamp Oil 15c
 - 50 lbs best Flour, you ever seen for 70c
 - 1 pair, 10 lb, Family White Fish 50c
 - 1 tub, 40 lb, " " 82 00
 - 6 boxes, Diamond Axle Grease, 25c
 - 1 Tin Pail, 10 qt, best tin, 20c
 - 1 " " 12 " " 25c
 - 1 " " 14 " " 30c
 - 1 Clothes Wringer, wood frame \$1 35
 - 5 lb best Rice, 25c
 - 6 lbs Broken Rice, 25c
 - In Queensware and Glassware I am Headquarters.
 - Berry Sets 50c
 - Beautiful French China Berry Set 81 50
 - 1 Decorated Chamber Set 82 75
 - 1 plain Wash Bowl and Pitcher, 75c
 - Highest Prices for Produce.
 - Eggs 10c. Indications of higher prices.

ARGABRIGHT, The Portrait Painter!

STRICTLY FINE WORK IN CRAYON INK, WATER COLOR, SEPIA, PASTEL.

Portrait Frames and Easels in stock and to order. Studio in Damerell Block, Red Cloud, Nebr.

LIGHTNING RODS!

Lightning Rods can be purchased from me at reasonable prices. If you believe them a protection send size and shape of your building and I will let you know what it will cost you.

L. E. PAQUIN, Campbell, Nebr.

REFERENCES:—Bank of Campbell.

TRADERS LUMBER CO.

DEALERS IN LUMBER AND COAL

Building material, Etc.

RED CLOUD, - - NEBRASKA

PLATT & FREES CO., Chicago Lumber Yard, RED CLOUD, NEBRASKA.

Lumber, Lime, Coal and Cement.