



FATAL ECONOMY.

A VERY old maxim declares that it isn't economy to pick up pins; the time is worth more than the pins. Similarly it is not true economy to do without Ivory Soap; your health requires the daily removal of the bodily excretions which are discharged through the pores of the skin. These tiny mouths must be kept open, and they should be opened only with a pure soap.

IVORY SOAP—99% PER CENT PURE.

THE CHIEF

PUBLISHED BY
W. L. McMILLAN.
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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 8 1/2 cents per inch per issue.

Democrats in Alabama and Texas favor expansion.

The cheering prospect of another big harvest is gall and wormwood to democratic issues.

Another year of prosperity will make the advocates of free silver as scarce as buffaloes in Kansas.

Platte County, Neb., mortgage indebtedness was reduced by over \$30,000 during April, and no deeds in foreclosure were filed.

The democratic party has twice been tried and twice been found wanting by the present generation of voters of the country. It should hardly hope to be trusted again.

A democratic candidate for the presidency one time remarked that the tariff was a local question, and a good many democratic managers now feel that silver is also a local affair.

International revenue receipts during the first ten months of this fiscal year were \$243,187,210, an increase of \$19,390,849 over the corresponding months of the previous fiscal year.

Supplying our colonies with eggs is one of the benefits to farmers of the expansion policy. Last year we exported 3,700,000 dozen eggs, as compared with only 151,000 dozen in 1895. Lay on, O Hen!

It is gradually dawning on the democratic platform makers that a shell tipped with present prosperity is able to pierce the heaviest piece of silverized armor plate ever forged in the furnace of adversity.

The democrats are more interested in finding a question that will serve their purpose during the campaign than in advancing any positive policy of government. With them it is "anything to get there."

Chairman Kerr, of the democratic congressional campaign committee, says that he has sent out practically no 16 to 1 speeches this year. There is no demand for silver literature, the subject being a dead one.

Hogs sold in Nebraska at \$2.85 per cwt. in 1896. This year they have sold at \$4.95. Yet the farmers are to be asked to vote for a democratic president and a democratic congress again, so as to get back to the old \$2.85 price.

New York bankers have loaned France \$15,000,000, and would be pleased to do a little more accommodating in that particular line. There must be prosperity when our bankers are compelled to go away from home in order to find people to loan their money to.

It was under the last democratic administration and the last free trade tariff that the farmer could exchange

his pound of wool for a pound and a half of sugar. But under the McKinley administration his wool was worth more, while sugar was cheaper and the pound of wool brings four pounds of sugar.

The Boer incident was diplomatically and courteously terminated by President McKinley, and the envoys have been socially entertained by the Secretary of State. Politically the matter is ended just as completely as the Macrum affair. Secretary Hay soon showed the envoys that the United States government had not only done all it could in the interests of peace, but is the only nation that has shown any interest in stopping the war. The Boers in March, appealed to all European governments and to the United States to intervene, but the United States was the only one that complied with the request, and this offer from President McKinley, as the world already knows, was declined by Great Britain.

The Belgian hare fad is spreading with marvelous rapidity. An up-river chronicler illustrates its progress, to say nothing of that of the "industry" itself, in his own town, with the following "hare-raising" story: "The members of the Belgian hare club decided two weeks ago to employ a book-keeper to register all the new hares as fast as they arrived in the world. The book-keeper has been compelled to hire ten assistants, and hares are arriving so rapidly that the girls have entered up ninety-seven ledgers and are now three days behind with their work. The club thinks it is becoming a great industry, and believes that in time it will give employment to more people than a corset factory.—Kansas City Journal.

Bachelor's Banquet.
"Swiftly the ranks are thinning." "What ranks?" "The ranks of the 'Bachelor's Club.' On Tuesday evening the Bachelor's were once more called together to bid farewell to one of their honored members, Mr. George Morhart, who was married on Wednesday evening to Miss Myrtle Jones of Guide Rock. The young men met at William Kellogg's art gallery and then repaired to the rooms formerly occupied by Dr. F. E. McKeely, which had been fitted up with chairs and tables where numerous games were indulged in, and where they worried George until he did not know but that marriage was a failure. But with all of this they showed that although they wished him a long happy life, they would miss him from their ranks. At eleven o'clock they repaired to the Star Banquet Parlor, and they felt as they passed through the doorway that they would be lost in edibles, for they had been there before, and they were not disappointed, for when they had finished the nine courses, they did not know whether they would ever get home or not, for Mr. and Mrs. Wiles had endeavored to make this an occasion they should never forget. E. J. Overing Jr. acted as toastmaster and some very "heart-rending" toasts were given. They were as follows:
Is Marriage a Failure.—Geo. Overing.
The Lady or the Tiger.—John Tukey.
The Value of Family Medicines.—F. J. Grice.
What We've Missed.—Oscar Patmore.
Anticipation.—Geo. Morhart.
The young men did not feel satisfied at meeting together, without at least seeing their former member, Alva Sellers, so they started to find him. After searching the town for him, and not being successful, they resorted to the reward method, and the last heard of them they had offered a reward for him, dead or alive. After a pleasant stroll over the city, they dispersed for their several homes, wondering "Who would be the next?"

For driving out dull bilious feeling, strengthening the appetite and increasing the capacity of the body for work Prickly Ash Bitters is a golden remedy. Sold by C. L. Coating.

ALMOST FORGOTTEN.

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

The census enumerators are abroad in the land.—They started out on the first of June.—The curiosity of the enumerator will strike you as great.—He will ask as to your age, condition, business status, family relations, and financial capabilities.—He will ask as to whether your children or black or white.—If you pick up the furniture and throw at him your name will probably adorn the roster list of a jail.—There are many peculiarities in making up the list.—The enumerator may call on you on June 6 and you may have been married the night before, but you will go down as a bachelor and your wife as unmarried.—If you have died since the 1st of June but if you are alive on that day you will go on the list as alive.—You may have six feet of earth for a home and still be supposed to be walking the Nebraska prairie.—A "kid" may appear at your home after June 1st but the government will not know that you will soon have to buy a matrimonial fruit basket.—Everything dates from June 1.—You will be asked some questions by the enumerator that you will not like to answer but it is best to unbutton your mouth like a little man as Uncle Sam is behind him.—He will know more about you than members of your own family or your best girl.—But then when he gets through with you he is supposed to be dead, or in other words he is supposed to forget everything he has found out.—Severe penalties are established for the punishment of any betrayal of information received by the enumerator.—If he is false to his trust and repeats to any person any information he receives in the performance of his duties he may be fined \$500 upon conviction.—He must not show his schedules to any person and must destroy all imperfect copies.—So you see the enumerator has troubles of his own and you should treat him kindly.—You will all pass his questions safely, a good deal more so that you can pass over the sidewalk in front of the Noah's Ark.—We hope the council will frame an ordinance according to law by which they can condemn such buildings so they may be torn out and used for kindling.—Hurry up, we would like to see this relic of past ages appraised and see what it is worth.—Last week it was the sweet girl graduate.—Next week it will be the sweet-voiced school m'ama who will make the boys heart's go pitter-pat!—They will desert their best girls and seek the school m'ama's.—Of course there will be a coldness spring up between the boys and their best girls for a while but this will soon be mended.—The school m'ama are so good looking that we can't blame the boys, and they're new too.—Most people remember the picture scene on a railroad train going through a tunnel, in which a man tries to put on a clean shirt and the sporty young man kissed the colored maid who had changed seats with her white mistress just as the train was entering the tunnel, and the scene on the train emerging therefrom.—The scene we are going to describe was on a dark and stormy night and the dust was coming from the north at a terrific rate and the flashes of lightning lit up the sky at times with a lurid glare.—It was a picture from life's other side.—Two couples who appeared to have traveled far in the pitchy darkness of the night were seen during a flash of lightning and then were once more enveloped by the pitchy darkness.—Their faces and clothes looked as if they had been in a sand bank somewhere.—They were nearing their destination and were giving the last hugs and kisses as Red Cloud boys and girls all ways do, when a terrific clap of thunder was followed by a bright flash of lightning.—A few feminine shrieks disclosed the scene to a photographer who was waiting to get a shot at the lightning.—The girls and boys during the dust storm had changed places and each was hugging the other fellow's girl.—Hence the screams.—The photographer got the picture and the lightning too.

GOLD AT CAPE NOME.—If you want information about the Cape Nome country, how to get there and what it costs, write to J. Francis, General Passenger Agent, B. & M. railroad in Nebraska, Omaha, Neb.



COAL
Does not warm except through combustion. Food does not nourish except through digestion. You may as well hug a coal pile to get warm as expect to get nourishment out of food which you cannot digest. Dr. Pierce's Golden Medical Discovery cures diseases of the stomach and organs of digestion and nutrition. It enables the body to assimilate food and so put on sound flesh and develop strong muscles. "The grass I would like to give you 'Golden Medical Discovery' I cannot utter in words or describe with pen," writes James B. Ambrose, Esq., of 120 1/2 Millin Street, Huntington, Pa. "It was taken down with what our physicians said was indigestion. I doctored with the best around here and found no relief. I wrote you and you sent me a question blank to fill out and I did so and you then advised me to use Doctor Pierce's Golden Medical Discovery. I took three bottles and I felt so good that I stopped being as I think, cured. I have no symptoms of gastric trouble or indigestion now."

Dr. Pierce's Common Sense Medical Adviser is sent free on receipt of stamps to pay cost of mailing only. Send 21 one-cent stamps for paper or 31 stamps for cloth binding, to Dr. R. V. Pierce, Buffalo, N. Y.

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 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 Loie, Silk Gingham, All Over Lace, In-Sertions, 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.
A Fetching Style.
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 **SATURDAY, 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.

In every town and village may be had the
Mica Axle Grease
that makes your horses glad.

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.

B. F. MIZER CROGER
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
3 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 Horse Shoe Tobacco.	40c
1 gal best Sour Pickles, per gallon	25c
2 lb Bulk Roasted Coffee (fine)	22c
1 gal best Lamp Oil.	15c
50 lbs best Flour, you ever seen for	70c
1 pail, 10 lb, Family White Fish.	50c
1 tub, 40 lb.	\$2.00
6 boxes, Diamond Axle Grease.	25c
1 Tin Pail, 10 qt, best tin.	30c
1 " " " " " "	25c
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1 Clothes Wringer, wood frame	\$1.85
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 for	\$1.50
1 Decorated Chamber Set	\$2.75
1 plain Wash Bowl and Pitcher.	75c
Highest Prices for Produce.	
Eggs 10c. Indications of higher prices.	

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.

THE FAMOUS OHIO!
RIDING OR WALKING.
Leads All Others.
Best in the World.
JAS. PETERSON, Agent.
RED CLOUD, NEBRASKA.