

SEWING MACHINES.

We have added to our large stock a line of sewing machines. We have one of the best machines on the market for the money. We will sell you a Drop Cabinet Machine, perfectly protecting the machine from dust and making a convenient and ornamental stand. No cover to take off and put on or to lie around in the way when the machine is in use. By raising the cover the sewing machine head is automatically raised to the level of the sewing machine table. The wood work is antique oak, highly polished. This machine has two drawers on each side and one in the center, making five drawers in all. 25 year guarantee with each machine.

Our Price \$16.50.

New Silk and Satin Waists.

We have the finest line of waists in the city. Almost any color, made of the finest taffeta silk, handsomely trimmed, with tucking, cording, hemstitching, etc. Made with the puff cuff and the bishop sleeve. No better waist in your reach for less than \$7 or \$8.

Our Price \$5 and \$6.

Women's Tailor Made SUITS.

Made of fine all wool Homespuns.



Blue Gray and Brown. Made in the new tight fitting blouse and Eton effects. Jacket trimmed with stitched taffeta or braid, taffeta lined, the new flaring or flounce skirt. These suits are made with as much care as perfect in fit and workmanship as any \$25 suit in the market. Our price

\$9.00 to \$17.00

Spring Suitings.

Have you purchased your new spring suits yet. If not don't fail to take a careful look at our line of suitings in dress lengths. All the latest colorings at money saving prices.

Shoes and Oxfords.

We are showing the most complete line of spring novelties to be seen in the city in patent leathers, enameled vici, turned soles or welts. Our line is made by one of the best shoe manufacturers in America, and are sure to give satisfaction.



Wash Goods.

The verdict of the ladies who have examined our line of Wash Goods is, Turnure Bros. have the best line of wash goods in the city. Have you seen our striped dimities, lace striped batiste, tissues, pineapple lawns, holyhone bristie, silk mulle and plain colored dimities.

Price 10c to 60c per yard.



Gloves

Latest Shades in Kid Gloves. 85c, \$1.00, \$1.25, and \$1.50.

Belts of the latest styles and all qualities 10c to \$1.00.	Neckwear Ladies latest effects in neckwear 15c to 75c.
Hosiery. A complete line of ladies, misses and children's always on hand.	Ladies Muslin Underwear and Gowns. at bargain prices.

LACE CURTAINS and PORTIERRES.

We are in a position to sell you the best lace curtains ever brought to the city.

Large Lace Curtains 45c to \$4.00 per pair.

Summer Shirt Waists.

Latest styles and colors. Made up of Lawns, Dimities, Percales and Chambray 50c to \$3.00.

Exquisite line of White Waists made with lace and embroidery, full fronts, \$1.50 to \$3.00.

CORSETS.

"Puritan" straight front and satin striped corsets and girdles. Also a full line of the Jackson corsets and girdles.

Phone 61.

We are headquarters for Groceries. A large stock of fresh, seasonable goods always on hand. All Phone orders promptly attended to.

Phone 61.

THE CHIEF

PUBLISHED BY W. L. McMILLAN.  
 Yearly \$1.00  
 Six months .50  
 Three months .25  
 Single copies 5c  
 PUBLISHED EVERY FRIDAY  
 Entered at the post office at Red Cloud, Neb., as second class mail matter.  
 ADVERTISING RATES:  
 Local advertising 5 cents per line per issue.  
 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 purposes, first ten lines free and all over ten lines 5c per line per issue.  
 Local advertising of entertainments, concerts, socials, 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 15c cents per inch per issue.

Some people have very queer ideas about the proper way to build up a city. Some of our citizens are of the opinion that they should patronize and buy goods of a catalogue house, curse trusts and combinations and do everything but patronize the home merchant, for the reason that the home merchant will squander his money paying taxes for schools, helping churches and making public improvements. When strangers are around it is the height of some people's ambition to tell what a wicked town we have, laud other towns to the skies and show them this is no place in which to take up a residence. Now this does not only apply to the average citizen but to several business men. In this city are some business men who will actually come to a printing office and ask us to compete with Omaha and Chicago prices if we want their work. What would they say if we would bring a catalogue to their stores and ask them to compete with catalogue prices when we want some of their goods? And what would they do if we would send to a "catalogue" house and get the goods? As a rule we never "jew" down any store in the city on the price of its goods. If they have anything we want we pay for it. But this does not cover the whole subject. Red Cloud has institutions besides a few print shops that are worthy the help of other business men. We have a flouring mill. Why don't the business men push it? They all wanted it. They got it. Now why not sell every pound of Red Cloud flour possible. It is as good as any brand on the market today. Another thing. Red Cloud has a cigar factory. How many business men in this city who handle the cigars of this factory, give their customers one of them unless it is asked for? It may be true that they do not make as much on them as they do on some other grades shipped in (from which the general public gets no benefit) but can't they, for the sake of fellow citizenship and the upbuilding of the city do that which they can't how can they expect other citizens to patronize them? To our business men we would say, if you want to educate the people to patron-

ize you, learn them to patronize home industries by setting an example. Don't learn them that the Kansas City Star at twenty-five cents a year is cheaper than your home paper at one dollar. Don't learn them that a foreign brand of flour is better than the home-made because you can make ten cents more a sack on it, and don't try to palm off on everyone a cheap-made stink-a-dora cigar that costs you fifteen dollars a thousand because your home product costs a little more. Patronize home industries yourself. Use the home product and dispose of all you can of it. If a man wants a paper send him to the home office. If he wants flour give him the home product unless he calls for some particular brand, even if you do fail to make three or four cents, and if he wants a cigar give him the home product, even if it does cost one-fourth or one-half a cent more than a Stink-a-Dora. Let every citizen call for the home product if it can be had.

Why do people hang black crepe on the door when a loved one takes her departure to the "undiscovered country from whose borne no traveller returns," and clothe themselves in black



When You Eat

Do you have a feeling of undue fullness in the stomach, belching, or sour or bitter risings? These are but a few of the symptoms of the diseased stomach. The worst thing which can be done for the stomach in such a case is to take some tablet or powder which merely gives temporary relief from discomfort. The best thing to do is to begin the cure of the disease by beginning the use of Dr. Pierce's Golden Medical Discovery. It cures diseases of the stomach and other organs of digestion and nutrition. It makes the "weak" stomach strong, and puts the body in a condition of vigorous health.  
 "I was troubled a long time with dyspepsia, torpid liver, and constipation," writes Mrs. Julia E. Deal, of Oswalt, Iredeil Co., N.C. "I could scarcely eat anything at all, would have attacks of pain something like colic, and sometimes it seemed as though I could not live. I wrote to Dr. R. V. Pierce, stating my condition, and in a few days received a kind letter of advice, telling me to use Dr. Pierce's Golden Medical Discovery. I took four bottles, and one vial of Dr. Pierce's Pellets, and now I can eat anything I want and it don't hurt me. I have not been in bed a day since I took your 'Golden Medical Discovery,' and I have not since felt any symptoms of disease. I have not taken any medicine in twelve months."  
 Dr. Pierce's Pleasant Pellets cure constipation.

garments in memory of the departed loved one? What is there about black appropriate for these occasions? Black suggests nothing sweet, tender or beautiful. It is not an emblem of purity or hope. It is a symbol of night and despair. Night is the time when doors are bolted and windows fastened and when the sighing of the wind and the rustle of the leaves nettle the nerves. One of the best things said about heaven is that "there is no night there." Then why wear the emblem of night in memory of friends? Did you ever think that it is really a reflection upon them? Besides, it is an unhealthy custom. Any medical expert will tell you that. Really the world needs no symbol of mourning. Nature hides and heals her scars as soon as possible. Every soul knows its own sorrows, and that is enough. No need to advertise them. But if the world must have a symbol of sorrow, let it be white, unless indeed the sorrow be without hope. White is the emblem of purity. White is the symbol of peace. White is the garb in which angels are supposed to be robed. White is the color of the great throne around which we like to think our loved ones are gathered. White is typical of the eternal day, which it gives us joy to believe has dawned upon them. As surely if our loved ones could break the silence of the tomb, they would bid us remember them joyfully instead of sorrowfully.—Marion Record.

"We were amused," writes the editor of the Beaver City Tribune, "at reading a paragraph recently in one of the daily papers, to the effect that it is the duty of a newspaper, as well as to its interest, to publish all the news without regard to what the editor or publisher might fancy to be its probable effect. In other words, he has nothing to do with the consequences. This is a most excellent idea for the editor of a city daily, who sits perched up in a little room thirteen stories above the busy world; but let our distinguished city friend try a country weekly, put his theory into practice, and if he does not have something to do with the consequences it will be because he is a better sprinter than most of his brethren of the country press."

The Order of the Eastern Star held one of their periodical entertainments last Monday night. They have given these baquets during the last year when new members were initiated. A limit of number of guests were present. Only members of the serving committee are allowed to invite and the number is limited. But these invitations are at a premium. The order of the evening was as follows: The guests being assembled in the ante room, were admitted after the initiation and greeted cordially by the members. Then called to order and the program commenced by Mr. Blackledge reading a paper on the secrets of the Order as told by one who had lately been through the ordeal of the services. Then a reading by Mrs. Knight, showing what woman can do. Next came a guessing contest in which Mrs. Robinson carried off the prize, the "Star" goat. Then came the gum chewing in which the contestants

chewed their gum a few minutes and then moulding it into some form. The result was fine. Among the articles moulded were the Eastern Star, a snake, a mouse, a supposed calf and others too numerous to mention. In this contest Miss Cook took the prize, her product being a bird's nest with three eggs in it. The sunbonnet drill was very amusing and the refreshments were excellent as usual. The committee were well satisfied with their labors, the guests were pleased and all went home happy.

Launching of the Battleship "Ohio." San Francisco, California, May 18th, 1901. Only \$60.00 for the round trip. Tickets on sale May 7th and 8th, limited to continuous passage on the going trip. Returning, stop-over will be allowed within the final limit, which is thirty days from date of sale.—A. Conover, Agent.

The line of heating stoves at Wright's is superb. See them.

ECZEMA'S ITCH IS TORTURE.

Eczeema is caused by an acid humor in the blood coming in contact with the skin and producing great redness and inflammation; little pustular eruptions form and discharge a thin, sticky fluid, which dries and scales off; sometimes the skin is hard, dry and fissured. Eczeema in any form is a tormenting, stubborn disease, and the itching and burning at times are almost unbearable; the acid burning humor seems to ooze out and set the skin on fire. Salves, washes nor other external applications do any real good, for as long as the poison remains in the blood it will keep the skin irritated.

BAD FORM OF TETTER.

"For three years I had Tetter on my hands, which caused them to swell to twice their natural size. Part of the time the disease was in the form of running sores, very painful, and causing me much discomfort. Four doctors said the Tetter had progressed too far to be cured, and they could do nothing for me. I took only three bottles of S. S. S. and was completely cured. This was fifteen years ago, and I have never since seen any sign of my old trouble."—Mrs. L. B. JACKSON, 1414 McGee St., Kansas City, Mo.

S. S. S. neutralizes this acid poison, cools the blood and restores it to a healthy, natural state, and the rough, unhealthy skin becomes soft, smooth and clear. SSS cures Tetter, Erysipelas, Psoriasis, Salt Rheum and all skin diseases due to a poisoned condition of the blood. Send for our book and write us about your case. Our physicians have made these diseases a life study, and can help you by their advice; we make no charge for this service. All correspondence is conducted in strictest confidence. THE SWIFT SPECIFIC CO., ATLANTA, GA.

A Mortgage Works All of the Time.

So does good newspaper advertising. If properly prepared it does good work, if not properly prepared it is an expensive proposition. Our experience enables us to prepare ads that pull business. We would like to prepare copy for your ads—we give the matter prompt and careful attention and make advertising profitable.

Publishers' Advertising Agency, David City, Nebraska.

Furniture and Furniture! THE Little Store Room IN THE Big Damerell Block

is packed to its utmost with all the latest styles of furniture and at prices lower than ever before offered. Call and get our prices before buying. We will save you money and please you with quality.

Albright Bros., Red Cloud, Neb.

W. B. ROBY, DEALER IN Flour, Feed, Oats, Corn, Baled Hay and Coal Oil.

HARD - AND - SOFT - COAL

No. 1 Third Avenue, Red Cloud, Nebr., Phone No. 51.

THE CHIEF, \$1.00 PER YEAR.