



### The Tentative Ideas of the Fashion Artists Have Crystallized

THE experimental stage in trying out the new Fall and Winter fashions has passed and only the most successful ones remain.

You find the best efforts of the New York, Cleveland, London and Paris fashion artists here in Red Cloud.

We take a great deal of pride in our showing of women's and misses' coats---for it is the result of months of searching for the best in the market: a market, as you know, that has been none too well supplied and has been getting "thinner" day by day.

You can buy here with confidence that you are receiving the best obtainable.

**F. G. Turnure & Son,**  
Red Cloud, Neb.

"But suppose," said one of the officials, "we find him ineligible and unable to fight?" "If you find him," returned the deserted one, "and I get within reach of him, he'll have to fight."

This column is considerably devoted to war talk, but, bless your heart, how can we help it? War is the leading topic of the hour. One cannot get away from it. It's a serious proposition. If you have any doubts on this point, ask Germany.

From the viewpoint of sentiment what fine reading will be the future history of while the United States celebrated General Pershing's birthday anniversary with assemblies, addresses, music and banquets, the General and his soldiers were smashing the St. Mihiel salient and capturing 20,000 Germans in territory they had held unshak- en for four years.

Speaking of the Red Cross, a soldier in the trenches "over there" pays the following heart-felt compliment: "If the people who gave that money could just see how it was spent they never would cease giving it." Isn't that pay enough for the little sacrifice you made when you contributed to the Red Cross fund? And his is one small voice. Multiply it by thousands and think what it means.

While smashing the St. Mihiel salient General Pershing and his valiant American soldiers also hit a smashing blow upon an old superstition which has place in the minds of many---that is the feeling that Friday and 13 are unlucky. It was Friday the 13th when this great battle was fought and won. Undoubtedly the enemy will insist that the superstition is well grounded. So there you are. Point of view makes all the difference in the world.

Just as a reminder---a political campaign is looming ahead, is in fact started. It is not presidential but in view of world-conditions it is of vital importance. "Remember that whether you will or not, your votes this year will be viewed by the nations of Europe from one standpoint only. A refusal to sustain the President this year will, in their eyes, be read as a refusal to sustain the war and to sustain the efforts of our Peace Commission to secure the fruits of war. It will give heart to our defeated antagonists."

Do you older people remember a war epigram of the early 60s. "We are coming Father Abraham, three hundred thousand strong." And how that body of men was looked upon as a great army? A week ago 14,000,000 men answered a similar call from Wilson, the prototype of Lincoln, and a month hence four billion dollars will have been pledged for their support in world-war activities. Recall the history of Valley Forge where Washington's soldiers fought without food, without adequate clothing, without shelter, and it will give you grasp of the magnitude to which the thirteen colonies have grown. We venture repetition of Napoleon's prophetic words: "Perhaps the day may come when America will be found too powerful for Europe."

Probably there is no word in the English language that just now has stronger appeal than the word "Peace." We desire an end of war and the consummation of peace. It is well, however, to remember the saying from another war-time: "Billions for defense but not a cent for tribute." Germany will at once cease warring if the world will pay tribute in concessions. America and the allied nations are fighting for peace but it is peace rightly due to victory---not the temporary peace bought by concessions. America and the allied nations fight for peace that shall be permanent, and will frown upon anything that savors of patchwork. Just at present a nice little "recess" devoted to peace-talk would help the desperate hunted Hun more than any military maneuver he can make. A breathing spell would be of inestimable value to him. Don't give it. From mountain and plain, from hamlet and city keep the drive moving on while the driving is good. Unwavering patriotism will result in permanent peace. There is no other safe way.

Are you thinking anything about politics these days? Conditions are such as to cause extensive obliteration of party lines. Americanism is what will count over and above everything. There is one vital issue:---The administration must be upheld. Anything else will be interpreted as aid to the enemy.

Apupos of the work or fight order is the following little war story from Illinois. A woman whose husband had deserted her asked the local draft board to find him and make him fight.

## Christian Church

SUNDAY---Sunday School at 10 a. m.  
Preaching at 11 a. m.  
Service South Side Mission at 2:30 p. m.  
Sunday evening there will be no service on account of the Memorial event. All should attend the Memorial service at the M. E. church.

### THE RED CLOUD CHIEF

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PUBLISHED EVERY THURSDAY  
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F. L. BROWN, Editor and Manager  
ONE ONLY DEMOCRATIC PAPER IN WEBSTER COUNTY

"The more bonds you buy the fewer boys will die."

The latest Austrian peace proposition is something of a joke. Of what particular utility is "a peace discussion that shall not be binding?"

Consider the list of candidates. There is a list of men whose records show strenuous and patriotic devotion to the duties of the times and the hour. They are worthy of your support at the polls.

The Imperial Vice-Chancellor of Germany has again unearthed a "chestnut"---"Germany the innocent and attacked party." Just read "Fourteen Years With the Kaiser," now appearing in the Chief, and learn how much his words are worth.

General Woods issued timely warning in four words: "Don't underestimate the enemy." While paying due heed to this caution, take courage from the fact that we have men, money, material, and moral and spiritual force with us---right is with us. And right is a potent factor.

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## Lincoln Telephone and Telegraph Co.

GEO. J. WARREN, Manager

### The Telephone Builds Business

"The first requisite for doing business is to be able to get a customer. The more customers you can readily get at the more business you can do."

As it is "the mind that does business" and "the telephone gives the mind wings" you can do more business by telephone than any other way, because you can reach more customers---and you reach them in a personal, voice-to-voice manner, that builds business?

Do You Make Full Use of the Telephone in Your Business?

## Double the Value for Half the Money!

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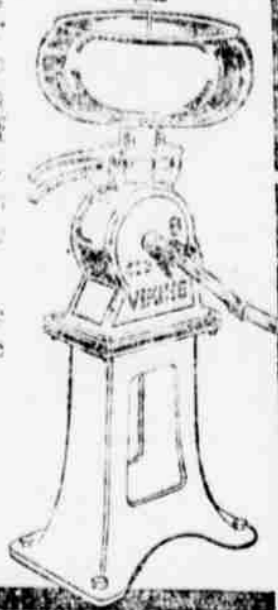


A demonstration will show you that the Viking is the most scientific in construction, the easiest running and closest skimming separator you can buy at any price. Yet it costs you way less than any other high grade separator.

The Viking is the real money-maker for you. The new design claim to a trace, saving all of the valuable butter fat. The Viking is made in the largest separator factory in the world with a production of 180,000 Cream Separators a year. That is why you can get this wonderful separator at the lowest price.

A demonstration will prove the superiority of the Viking. Come in and see it operate.

**Farmers' Union Co-operative Co.**



## AK-SAR-BEN FALL FESTIVAL

OMAHA

Sept. 25th to Oct. 5th

**Grand Electric Parade**

Wednesday Evening, Oct. 2

**Grand Military Parade**

Thursday Afternoon, Oct. 3

**Douglas County Fair**

On Carnival Grounds---10 Days

**Con T. Kennedy's Mammoth Shows**

Will Furnish Amusement for Ten Days

16 BIG SHOWS

4 RIDING DEVICES

Ten Days With Never a Dull Moment

## RANGE COMFORT

That will Last a Lifetime

FOR the sake of a few dollars **now** why buy a range that in a few years will need repairs and in a few years more will be worn out entirely?

Add a few more dollars and buy a

**The South Bend Range**  
Malleable  
Always Preferable

The Range that'll give perfect satisfaction in every way and with a little care

will last a life time. When buying a range, buy the best. Come and see it and let us tell you all about it.

It is a beautiful range

It is an excellent baker

It is a great fuel saver

## HEATING SATISFACTION

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that you have been looking for. Economical in the consumption of fuel---Handsome in appearance---Strong durable in construction---Burns any kind of fuel---The

## ILLINOY HEATER

is one that will give you entire satisfaction. Let us show you all its points of advantage. Come in now.

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