

If Reason Called Would You Listen?

Some people are very "set" in their way. For instance, we cite the negro preacher who, in spite of every argument, insisted "dat de arth do move."



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Of such are the persons who continue trading with tom-dick-and-harry, no matter what business argument is advanced for a change. At best, we are all creatures of circumstance. Our surroundings influence to the largest extent our reasoning powers and our actions. In the face of these facts, however, it is well for us not to forget our God-given heritage of reasoning. Mankind ought to be the children of reason, for to them alone of all created things is given this divine attribute in its fullest. Therefore it is not violating common sense to ask in a commercial sense the question— "If reason called would you listen?"

On our side of the argument Reason says we have absolutely the grandest display of clothes styles for men and boys that the season of Autumn, 1903, has produced.

Reason goes farther. It says we have all Nebraska and the entire west beaten in the matter of price. Not only do we have the choicest assortment of men's and boys' clothing that can be bought in the world's markets but we have these garments priced lower than any competition dare meet. Reason says for you to prove or disprove this statement. In doing so, a visit to the store is best. The next best is to send for our catalog and judge at your home by description and sample. If you have any care whatever for your personal benefit you will do one of these two things that Reason dictates.

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It is easy to visit our store—especially so during state fair week.

It is still easier to get our new fall catalogue at your home. A one-cent postal card request will do this.

After you have visited this store and compared all others with it, or after you have received the catalogue and tested the claims therein by the goods themselves, we want you to remember this assertion in this advertisement:

The Armstrong Clothing Co., of Lincoln, Nebraska, can supply your clothing needs in better style at lesser prices than any other clothing store in the west attempts to do.

That's a pretty broad statement. And yet we have the goods at prices to back it up. In the newest style men's suits and overcoats we have unapproached values at \$7.50, \$10, \$12.50, \$15, \$18. There are cheaper, there are dearer. Any of them represents more value for the money than the cost comes to.

In boys' and children's clothing this statement holds equally good.



Make this Store Your Headquarters When in the City.

In Men's and Boys' Hats and Caps are equally strong.

In Men's, Boys' and Ladies' Furnishings no house excels us

Reason says to visit this store. Reason says if you cannot visit the store, write for the catalogue. Will you listen to the voice of reason?

ARMSTRONG CLOTHING CO.,

The Good Cloths Merchants of the West. 1221-1227 O St., Lincoln, Neb.

THE COOKING SCHOOL

Fishwife Editor of The People Does a Stunt at Make-Believe Frying of Fish

The Independent's controversy with the Weekly People (S. L. P.), New York, has now reached a stage where some good may be accomplished, notwithstanding the editor of The People persists in discussing an academic question after the fashion that men discuss politics on the street corners. Under the caption, "Frying the Fish," The People of August 22 devotes a column and a half of editorial space to answering The Independent's "Fish and Fishers" in issue of August 6.

The People starts with this proposition: "Labor is the sole producer of wealth." This The Independent has not denied. What The People said before is that "labor is the sole producer of all wealth VALUES." And this The Independent did deny, holding that "wealth" and the "value of wealth" are two different propositions.

Defining the verb "produce" to mean to "lead forth" or to "bring out of," and "producer" as the one who or the thing or force which "leads forth" or "brings out" wealth—of course, The People's last statement is correct. "Labor" is the only producer of wealth. Looked at from a mathematical standpoint, however, a "product" is the result of combining factors. Labor, then, is the active factor; natural resources, the passive factor; and the product could not come into being without both factors. However, this has nothing to do with the value of wealth.

The People's next proposition is that "wealth has two values—'use-value' and 'exchange-value'." Now, by what authority does this socialist paper repudiate and amend the philosophy of the first pope of socialism, especially as its editor professes to be his American successor? Dr. Aveling interprets Marx as hold to the doctrine of three values—"value," "use-value," and "exchange-value." "The value of a commodity," says Aveling, "is the amount of abstract human labor embodied in it." "Use-values," he says, "are intrinsic to, and cannot exist apart from, commodities; they form the basis of commerce, the substance of wealth . . . and are the material resources," and moves to substi-

depositories of the THIRD kind of value—exchange-value." "Exchange-value," he adds, (is) "the ratio in which use-values exchange."

The People consumes considerable space and time objecting to The Independent's definition of "labor":—"Expenditure of human energy in overcoming the form or location of nature the word 'labor' therefor. That is quite on a par with socialist and republican logic in demanding 'a dollar worth one hundred cents!'"

The People's third proposition is that "Exchange-value depends upon the amount of human labor (is there any other kind?) crystallized in an article, and socially necessary for its reproduction." Doubtless it also "depends" upon many other things—but the question is, What is "exchange-value?"

The People accuses The Independent of using "a diffuse phrase to express a concrete idea," but overlooks the beam in its own eye. Who ever saw a "crystal" of "human labor?" Who is the judge of the proper number of these "crystals" that are "socially necessary for (the) reproduction" of an article of wealth? "Society," we hear shouted from every side by eager socialists. Very well; and how does "society" go about the work of ascertaining the proper number of these wonderful "crystals?"

The fact is—and The People knows it—that an analysis of its own "diffuse phrase" leads irresistibly to the conclusion that "exchange value" depends upon and is nothing else than a mental estimate or appraisal of the force of demand. Socialists, driven away from the cost of production refuge, seek to hide behind the walls of "cost of reproduction;" finding there but scanty shelter, they modify this to read the "socially necessary" cost of reproduction—not the actual cost. Asked to explain how this "socially necessary" cost of reproduction is ascertained or determined, they answer vaguely that "society" does it—but do not explain how.

Proposition four: "Price and exchange value are two different things, though at times they may happen to coincide. Price depends upon the oscillations of the market, due mainly to supply and demand." Good! More "diffuse phrases." Why not tell what "price" is? Let us ask Dr. Aveling:

"Price (is) the expression of the value of a commodity in terms of gold. . . . Price is the money form or money name of the labor materialized in a commodity. . . . And price is a purely ideal or mental, not a real or bodily, form." ("Students' Marx"—p. 23.)

Apparently, then, nothing could be "priced" unless it contain those "labor crystals" which constitute the "socially necessary cost of reproduction." What is the "socially necessary cost" of reproducing a painting by one of the old masters? How can we calculate the number of "labor crystals" which are "socially necessary" to "reproduce" the old Roman coins in the British museum's collection? Is it possible that these things have no "exchange-value," but nevertheless command a "price?"

One could compile a list of thousands of articles of wealth, things not absolutely necessary to bare human existence, but which, nevertheless, have aided man in his progress, which are absolutely incapable of reproduction. They were produced by the application of labor to natural resources. They have "use-value" (utility); they have "exchange-value," unless the "labor crystals" in some mysterious way have been dissolved by the lapse of time; and they certainly command a "price." The People's expert "fish-fryer" might try his skill in "cooking" these according to the socialist recipe. —D.

How humane and how convenient it would be if we could keep the flies off our stock these days. Quaker-Fly-Away will do it for sure. See their advertisement in this paper. Write the Monarch Mfg. Co., Council Bluffs, Ia., who make it, for full particulars.

Harlan County Lands Cheap

No. A37. This is a rolling farm of 480 acres; 200 acres under plow; 240 acres in pasture and 40 acres of good grass land outside of the pasture. Buildings all frame and in just fair condition. Price of the entire piece, \$7,000. This is good alfalfa, wheat and corn land.

Also No. A38. This is a 320-acre farm 6 miles from Orleans; 7-room house with large bay windows and porch on three sides, in good condi-

tion; barn 32x40; 15 acres in hog yard and good hog house; 20 acres in alfalfa; 40 acres in good timber; 80 acres in good pasture, watered by spring and creek; remainder under plow. Small orchard—apple, cherry and plum trees with an abundance of small fruit. This land is slightly rolling. Price \$20 per acre. Weber & Farris, Lincoln, Neb.

SPECIAL MARKET LETTER

FROM NYE & BUCHANAN CO., LIVESTOCK COMMISSION MERCHANTS, SO. OMAHA, NEB.

Low prices checked receipts and this week so far the run has been moderate at South Omaha. Market is 10 to 15c higher than a week ago. The feeder demand is increasing. Buyers are running prices up on one another and making a brisk market. Prospects of good corn crop improve with each nice day. Wednesday Chicago had 27,000 cattle and 10 to 15c lower market.

We quote best corn steers \$4.80 to \$5.30, western hay-feds \$4.00 to \$4.25, best feeders \$3.60 to \$4.00, fair \$3.15 to \$3.50, cows and heifers \$2.50 to \$3.25, canners \$1.50 to \$2.00, bulls \$2.00 to \$3.00, calves \$3.00 to \$5.00.

Our sheep market has been steady on killers and strong on feeders, so far this week. Ewes are selling at \$2.50 to \$3.00. Feeder wethers \$3.10 to \$3.25, yearlings \$3.30 to \$3.40, fat sheep and yearlings \$3.50 to \$3.60, feeder lambs \$4.00 to \$4.50, fat lambs \$4.50 to \$4.75.

Hog receipts light. Range \$5.25 to \$5.65. Market 10c lower than yesterday.

Ex-Senator Smith of New Jersey says that the delegation of that state will be instructed to vote for Grover Cleveland and that the Tammany leaders have all assured him that that organization is solid for the founder of Pierpont Morgan's fortune. The all powerful interests of the Morgan following will be for Cleveland. The \$900,000,000 that Cleveland made a present of to the Morgan syndicate in the sale of bonds ought to make them ardent supporters.