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MORE GLASSES ARE WORN
 Now-a-days than ever before. No doubt of it. People used to think that the wearing of glasses should be put off as long as possible.

We know better now. We apply every known agency for the relief and cure of eye weakness, and there are methods in common use to-day which weren't heard of even ten years ago.

Now we commence to right eyesight just as soon as it begins to go wrong. Now school children by the hundred wear glasses. And it's wise and proper, too.

Let us tell you what shape your eyes are in.



LACE CURTAINS LAUNDERED.

I am prepared to launder Lace curtains on stretchers. Satisfaction guaranteed. Your patronage solicited.

Mrs. Mattie Papineau.
One block east of Ryerson's store.

The Advo Cash Grocery!

A High Grade Carosene Oil a Specialty.

Bright!
Safe!!
No Smell!!!
No Smoke!!!!

Call at the store and get a coupon good for half gallon. Try a can and be convinced.

Our can goods are all labeled "Advo Extra."—the best the market affords. We have a fine line of Staple and Fancy Groceries. Call and see us

Try The Republican for **PRINTING.**

Catalogue Houses Prevent Development

And Tend to Centralization of Trade to the Large Cities to the Detriment of Towns and Country Alike.

How it Can be Prevented and the Merchants, Citizens and Farmers Greatly Benefitted Thereby.

The catalogue house is a modern device of trade, the motto of which might aptly be: "Heads I win; tails you lose," and the process of operation a sort of cat in the bag trade, or a "swap unseen," so far as the consumer is concerned.

The catalogue house occupies a citadel of security from which radiates a system of tentacles reaching into the heart of every community, and a counter system of well greased skids along which glides to their coffers the wealth of the land. There is a deft ingenuity in the system which retains every advantage for the house and gives nothing in return until the last penny of the purchase price is yielded up by the farmer. The accumulation of pre-payment, thus artfully exacted, looks like the inception of another Tontine insurance scheme, which, if developed unchecked, may some day invite another uprising of the people and at least furnish fame for a Moses, a Roosevelt or a Lawson.

The theory of the catalogue's system, if carried to its logical conclusion, means a stop to communal developments, a centralization and a monopoly, compared with which the beef trust is a roadside lemonade stand. It means the extinction of country merchants and the obliteration of inland distributing centers. With the country merchant and kindred industries the villages and towns dwindle and disappear and the country at large finally resolves itself into a system of one great center of supply on the one hand and an unbroken expanse of agriculture on the other.

With the innumerable small commercial centers must also go the ready facilities that make suburban life endurable—the doctor, the lawyer and all of the professions that cater to the convenience and happiness of the communities—all drawn to the one congested vortex of strenuous life and leaving the balance of the country to the loneliness of toil to enrich the one great octopus of city life. This condition attained and monopoly is ripe for its final stroke that makes all commerce the servitor of the trust for which peoples and governments must exist only as feeders. Thus in theory the catalogue house commences a long stride toward universal trustification, a condition which some political economists say is ideal, but against which all intelligent humanity struggles aghast, knowing that the price is the extinction of the last atom of individuality, reducing all men to a single unit as cohesive and indistinguishable as a mass of dough. This view, even if drawn with broad strokes, is yet the finality of the catalogue house.

There is no class who rebel against monopoly, centralized power and trustification more than the farmer, and yet their response to the sap-sucking tentacles of the catalogue houses do much to transfer the wealth of the country to the great centers. They are sapping the life of home commerce, which is the basis of social and industrial development; the first of which makes life worth living and the second provides the abundant means of it. They are destroying that touch-stone of progress—credit—without which the great west would be yet a wilderness.

Under the cataloguers' regime it would require ten times the money now in use to carry on the exchanges of commerce and by the difficulty of its procurement, to that extent retard the development of the country.

The country merchant and all he stands for represents a theory directly opposite to that of the catalogue house. He represents the greatest axioms of political economy in bringing the produ-

cer and consumer into closer touch. He represents the idea of the completeness of communal organization and thus the ideal society with the most varied happiness of life.

The country merchant, by the beneficence of wide-spread credit, furnishes millions of capital that has turned the desert to a garden and many a poor man from poverty to opulence. He gives the choice of selection on the spot, the advantage of which, in economy and effective results, few consider. He stands as a visible guarantee of his goods which is an everlasting incentive to the highest standard of quality. And finally, when the quality of the goods, the variety presented to view, the choice of selection, the quickness of delivery and the inestimable value of credit when needed and the saving of freight are all considered, he lays the goods in the farmers' hands at less cost than any catalogue house can ever do.

Nebraska, alone, probably purchases \$20,000,000 in supplies each year, and pays therefor later on, after the crops are gathered, sold and the money secured therefor. Wipe out the country store and this \$20,000,000 would go out of the state before a dollar came from the crops and would require a mortgage on nearly every farm in the state to raise the money.

The popularity of the catalogue house is based on prestige not warranted by the facts. A voluminous catalogue profusely illustrated, glowingly worded and presenting baits for cash in advance, conveys the impression of bed-rock prices, but making no account of freight, expressage, exchange, cash discount, loss of time, misfits and poor quality. It's a myth, but the danger comes in the credulity of the people who continue to bunco themselves and impoverish the community—to fatten the dealer.

These facts lead us to another phase of the question and that is who is responsible for the success of the catalogue houses and is there any way to change this stream of such magnitude to the home trade.

Farmers are not different from any other class of people and they are just as patriotic; and with everything else equal they would doubtless prefer to spend their money at home and help build up their home town. Our merchants should look at this question fairly and see whether they might not even yet put a check on the catalogue trade by meeting this competition.

They can buy their goods from the same centers as do these catalogue houses. They may not be able to get the same discounts off the quantity they desire to handle as do the catalogue houses who buy in large quantities, but they can off-set this difference in prices often in freight rates as better rates can be secured on most goods in carload lots than can the catalogue houses on small quantities, necessarily on individual shipments.

The catalogue houses have an advantage in being able to do a much larger business in the course of a week than is possible for a country merchant; hence they can sell for a less per cent profit. But when the extra investment of capital and expense compensate where a large business is considered the advantages of the catalogue houses are not so great. And is not the country merchant in fairly good position to meet his catalogue competitor by the use of their methods? It is because the local merchants have not organized to accomplish this end that the catalogue houses have succeeded in entering their field and capturing such a large share of the cash trade?

The catalogue houses will ad-

(Continued on Last page)

Sunshine!

Have you used it? You will never be satisfied till you do..... Why not put a little

Sunshine

.....in your home?
J. S. & J. F. BAISCH
DRUGGISTS. BROKEN BOW,

Sheppard & Burk,

With a bran new, up-to-date line of **Staple and Fancy GROCERIES,**



IN THE LEAD.

would be pleased to have all old friends call and see them and save money by so doing.

The stock is new, fresh and complete and is offered at prices as low as shelf-worn goods,

Bring your butter and eggs and trade with us.

Phone 1-2-5.

South Side Square. Broken Bow, Neb.

J. H. SPAIN,

PROPRIETOR



LIVERY and FEED BARN

EAST OF GLOBE HOTEL.

Remodeled and repaired throughout. Good livery rigs at reasonable rates. Accommodation for cattle and range horses. Hay at noon, 10 cents; all day, 15 cents; over night, 35 cents. Call and see me.

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Contractor and Builder. Estimates Furnished free with plans and specifications.

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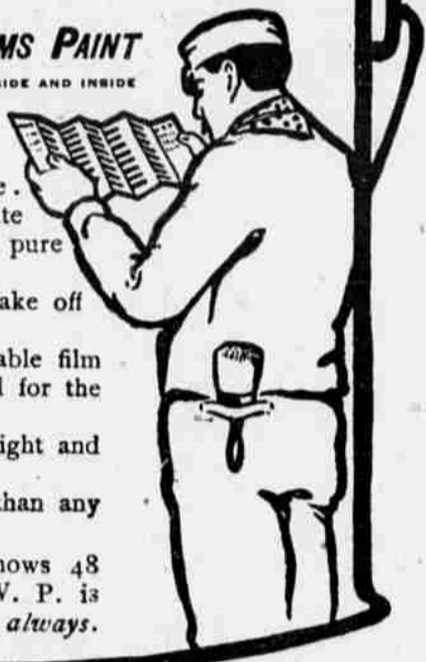
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