

IT does not matter what prices other people ask you for goods; we will guarantee to sell you the same quality at a less figure. We never brag but always stand ready to make our statements good.

L. LOWMAN & SON,
—RELIABLE—
Dry Goods, Clothing and Carpet
MERCHANTS.

F. L. McCracken & Bro.,
JEWELERS,
McCook, - - - Nebraska.

We have the most extensive stock in the west of
Jewelry, Watches, Clocks and Silverware.

GOLD WATCHES
Are at the same price of Silver. Watches were never known to be so cheap before.

Good American watches from \$2.50 to \$25.00 in gold filled cases. A fine line of canes and silk sunshades. All Gold Heads in 10, 12 and 14 carat gold. We are offering a line of Cuff and Collar Buttons, Pins and Ear rings, at just half price. Everything guaranteed as represented.

MAIN AVENUE, CORNER NORTH OF POST OFFICE.

The McCook Loan and Trust Co.
OF MCCOOK, NEBRASKA.

Makes First Mortgage Loans on Farm Property.
OFFICE IN FIRST NATIONAL BANK BUILDING.

A. CAMPBELL, PRESIDENT. B. M. FREES, 1st VICE PRESIDENT.
GEO. HOCKNELL, SECRETARY. S. L. GREEN, 2d VICE PRESIDENT.
F. L. BROWN, TREASURER.

CIRCLE FRONT LIVERY STABLE,

EATON & CO., PROPRIETORS.
EQUIPMENT UNEXCELLED IN THE CITY.
EAST RAILROAD STREET, McCOOK, NEBRASKA.

REMOVAL!

I will occupy the store room lately vacated by Mrs. T. Nelis, on Main Avenue, on or about AUGUST 1st, where I will be pleased to see all my old customers and many new ones. My stock will be larger and finer than ever, and my prices as low as the lowest.

H. H. BERRY.

SUBSCRIBE FOR "THE TRIBUNE," \$1.50 A YEAR.

For First Place.
A great amount of political engineering will be done by friends of candidates to secure for their man the first place on the ticket, and the best man will probably secure the coveted place. Then if endorsed by the people, the election is assured. Electric Bitters has been put to the front, its merits passed upon, has been endorsed, and unanimously given the first place, among remedies peculiarly adapted to the relief and cure of all Diseases of kidneys, liver and stomach. Electric Bitters, being guaranteed, is a safe investment. Price, 50 cents and \$1 per bottle at A. McMillen's drug store.

Do not lose courage by considering your own imperfections, but instantly set about remedying them; every day begin the task anew.

Their Business Booming.
Probably no one thing has caused such a general revival of trade at A. McMillen's drug store as their giving away to their customers of so many free trial bottles of Dr. King's New Discovery for Consumption. Their trade is simply enormous in this very valuable article from the fact that it always cures and never disappoints. Coughs, colds, asthma, bronchitis, croup and all throat and lung diseases quickly cured. You can test it before buying by getting a trial bottle free, large size \$1. Every bottle warranted.


Self-made men are most always apt to be a little too proud to let the job.

BUCKLEN'S ARNICA SALVE.
The BEST SALVE in the world for cuts, bruises, sores, ulcers, salt rheum, fever sores, tetter, chapped hands, chilblains, corns, and all skin eruptions, and positively cures piles, or no cure required. It is guaranteed to give perfect satisfaction, or money refunded. Price 25 cents per box. For sale by A. McMillen.

Wait Until We Are With You!

THIS TO YOU: The arrangements of the EUROPEAN and AMERICAN SHOWMAN'S POOLED LEAGUE will PREVENT any other BIG CIRCUS from visiting here this season.—Ed.

GRENIER BROS.
Royal European Railroad



CIRCUS AND MENAGERIE!

Be Sure and See it!

BECAUSE
We have a grand Aerial Assembly from all nations. Male and female champions of many lands. A cyclone of refined pastime. No old acts. No two or three rings to bewilder you. One big old-time ring and a first-class ring performance. We cater to everybody, young and old. Everything new, strictly moral and trustworthy. The people's choice. A stupendous menagerie. Trained and educated animals. A \$10,000 den of performing lions. Herd of performing elephants. The only educated hippopotamus on earth. Celebrated American and European riders, male and female. In heroic deeds of daring and rivalry. Aerial sensational acts, lofty ladder acrobats, acrobats, acrobats, acrobats, acrobats, acrobats, acrobats. Wonderful jugglers, tight rope stars, electric leaping and tumbling, high standing wire slides, quadruple high brother acts, equilibrist, herculean feats of strength, Japanese and Arabian jugglers and acrobats. Funny clowns, two celebrated elephants, two celebrated bands—Prof. Ward's Lady Band and Armstrong's American band—in new and catchy music. A grand street parade at 10 A. M., free to everyone. Everything advertised truthfully seen with our big railroad shows. The carnival day is coming. Its equal impossible. Come to town early. Seats for 10,000 people. See our city of white tents. We have requested the authorities of your city to issue no license of chance in the streets, as we allow none in or about the show grounds. Let this be a gala day of rest, recreation and innocent amusement. Suspend operations for a day. Close up shop. Stop the plow. Hang up the scythe. Rest yourselves; rest your families; give the children a holiday; we want to see you all. We travel on our own train of 22 novel and beautiful fifty foot cars built for this enormous World's Fair.

WE NEVER CHANGE OUR DATE.
WE NEVER DIVIDE OUR SHOWS.

ADMISSION, - - - 50 Cts.
CHILDREN UNDER 9 Yrs. 25 Cts.

OUR BABY LIONS.


McCook, Neb., Tuesday, Aug. 14.
Two exhibitions daily, at 1 and 7 P. M., sharp. Performance one hour later.

It Would Not Do!

For an Old Established House to indulge in advertising sensational Half-off, Below Cost, Take-'em-away-for-nothing Sales.

Our reputation for selling
**RELIABLE, TRUSTY,
SERVICEABLE GOODS.**

Is quite sufficient to draw people to our store, and when we have something below ordinary prices, we can always give good reasons for it. We are selling:

Dry Goods, Groceries, Hats and Caps, Boots and Shoes, Notions, Etc.,
At the lowest prices made by any firm in S. W. Nebraska.

This is not Idle Talk, our Goods and Prices prove the Assertion.
Call and Examine Our New Goods.

CHAS. H. ROGERS,
Established in 1882.
THE PIONEER MERCHANT.

\$1,500 in Cash Prizes FOR THREE BEST ADVERTISEMENTS.

The Chicago Daily News has reduced its price from two cents to One Cent per copy. For a year past its sales have been over "a-million-a-week," and it believes it now sees the way to safely lead in placing an ideal American daily paper upon the basis of the lowest unit of American coinage—ONE CENT.

To successfully accomplish this end two things are essential: First—To make as good a newspaper as the best, if not a little better; second—to let every man, woman and child in the Northwest know it's being done, and done at one cent a day. THE DAILY NEWS believes that it is competent to take care of the first named condition, and knows of no better way of meeting the second than by general newspaper advertising. To do the latter most effectively it here solicits the co-operation of all who believe themselves competent to write an effective newspaper advertisement. To induce the best effort in its service in this matter THE DAILY NEWS will reward the writers of the three best advertisements submitted, with three cash prizes, aggregating Fifteen Hundred Dollars, divided as follows:

- First Cash Prize—For best advertisement, - - - - - \$1,000.00
- Second Cash Prize—For second best advertisement, - - - - - 300.00
- Third Cash Prize—For third best advertisement, - - - - - 200.00
- Total, - - - - - \$1,500.00

The advertisement may be a single announcement, or a series of announcements not exceeding six in number. The space required must not exceed that occupied by this advertisement—eight inches deep, six and one-quarter inches wide.

For the general guidance of all who enter the competition, the following ten points are briefly stated as being those which THE DAILY NEWS will require to be most prominently brought out. The advertisement must emphasize:

- 1—That THE DAILY NEWS is first, last and all the time, a news-paper. Because that should be the first and controlling consideration in the production of an American Daily paper—and it isn't always so. It costs money, enterprise and hard work in unstinted measure to make a genuine news-paper.
- 2—That THE DAILY NEWS is a daily paper for busy people. Because this is a country of busy people, and the busiest part of it. Most people haven't the time or patience to read a "blanket-sheet,"—they absolutely haven't any time for it. Newspaper reading, after all, is but an incident of life, not its chief business. Therefore THE DAILY NEWS is a short-and-to-the-point paper.
- 3—That THE DAILY NEWS is an independent, truth-telling newspaper. Because the American people are intelligent enough to prefer honest, impartial journalism to the mischievous, truth-discoloring dishonesty of the regulation political "organ." Everybody really wants to know the truth in political matters; but most violent passions don't want misinformation for a daily diet. And as to editorial expression, even the most unreasonably partisan will rarely take lasting offense at an adverse opinion, so long as he is confident of the honesty of purpose back of the opinion. It's not the mere fact of disagreement that makes trouble, it's the suspicion of insincerity. *[State this point very strong and clear. It's because THE DAILY NEWS has won its way to the confidence of its readers of every political faith that it has an circulation of over "a-million-a-week."]*
- 4—That THE DAILY NEWS is a family paper. Because this is the age of the newspaper—a time when every body reads it, and it is all-important to the news with direct reference to the needs of all the members of the family. Woman and her interests never occupied so large a share of the world's thought as to-day—a fact not to be overlooked. The moral tone and influence of a daily paper must also be constantly watched, for children read it. THE DAILY NEWS is for the home, and therefore it follows.
- 5—That THE DAILY NEWS is against the saloon. Because "the liquor interest" arrogantly assumes to dominate in American politics, and THE DAILY NEWS believes that it is not for the country's good that any one interest should thus override all others, much less one which stands as the representative of all that is most un-American among us. THE DAILY NEWS is not the organ of prohibition. It is not sure that prohibition is the best thing. Good people who have made this subject a life-long study do not agree as to the remedy. THE DAILY NEWS has no euphuic hope that it is possible to legislate men into good-ness, but it has a very positive conviction that it is entirely practicable, and altogether desirable, to legislate saloon-keepers into their proper place, as being engaged in a traffic which here, as everywhere else in the civilized world, is only tolerated as, apparently, a necessary evil. *[There must be no uncertain sound on this point.]*
- 6—That THE DAILY NEWS is a happy paper. Because it believes in the practical wisdom of being good to those who do you wrong, rather than exultingly dismissing them. The chronic fault-finder is a nuisance, and THE DAILY NEWS will have the least possible of him. The world is better than it needs to be, and is getting better every day. It's a good place to live in—let's make the best of it.
- 7—That THE DAILY NEWS costs a great deal of money to make. Because there is sometimes no way of demonstrating the value of a thing, to some people, so conclusively as by showing, even in part, what it costs to make it. There are ten people on the regular weekly pay-roll of THE DAILY NEWS, and their salaries range from \$2,000 to \$6,000 per week, aggregating \$200,000 a year. The white paper costs another \$200,000 a year. The aggregate expenditures of THE DAILY NEWS for 1904 will vary but a trifle either way from \$400,000. And yet
- 8—That THE DAILY NEWS now costs the reader only One Cent a Day. Because this is the most wonderful thing in modern journalism, and deserves telling over and over. *[There is little danger of making too much of this point.]*
- 9—That THE DAILY NEWS is now literally everybody's paper. Because heretofore metropolitan daily papers have been too expensive, both in price and in time required to read them, to make it practicable for the farmer or the mechanic to take them. Now this is changed. The farmer particularly should take a daily paper now that it costs but little more than the old-time weekly, and is condensed so that he can also find the time to read it. He'll have his copy over and over again by knowing the market prices every day, instead of weekly as heretofore.
- 10—That THE DAILY NEWS now inaugurates a newspaper revolution. Because such a combination of values as it now offers the reader is absolutely without parallel among American newspapers, and it is bound to make the dry-bone's rattle. The result of this revolution is that every English reading person living within daily newspaper distance of Chicago can now afford, both as to price and time, to have his copy daily.

Other points will suggest themselves to the regular reader of the paper itself, and will be introduced accordingly to the judgment of the advertiser writer. Outline illustrations and poetry may be introduced if desired, but they are not necessarily essential to success in the competition. The prizes will be awarded to the three most successful advertisements, the publisher of THE DAILY NEWS being the sole judge, whatever may be the absolute grade of their merit. All advertisements must be received before September 1st next, and the awards will be made at the earliest date practicable thereafter. Intending competitors must apply for the paper's complete prospectus, and advertisements must be submitted under the conditions therein named in detail.

VICTOR F. LAWSON, Publisher THE DAILY NEWS, Chicago.

INSURANCE!
We are agents for the following reliable companies. Note date of organization and splendid assets:

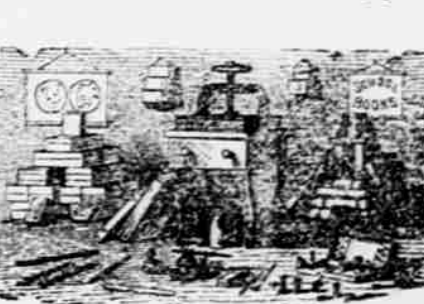
Edna of Hartford, Conn., 1819, \$9,268,840
Insurance Co. of N. A., Phila., 1794, 8,474,332
Phenix of Brooklyn, 1853, 5,397,625
Connecticut of Hartford, 1850, 2,129,742
Continental of New York, 1852, 2,232,961
Pennsylvania Fire of Phila., 1825, 2,719,885
Lancashire of Manchester, Eng., 1824, 1,468,187

COLVIN & DEMPY,
MCCOOK, NEBRASKA.

Herian & DesLarzes,
Proprietors of the McCook
Transfer & City Bus Line.



Bus to and from all trains. Coal hauling and general delivery. Three days. All work promptly attended to. Leave orders at Frees & Hocknell Lumber Yard.

School Books & Supplies,

Blank Books, Stationery,
—AT THE—
TRIBUNE OFFICE.