

THE FALLS CITY TRIBUNE

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TELEPHONE 226.

TO THE MERCHANT.

The end of the year is near. How has it been with you in a business way? Are you quite satisfied with the years business? Have you omitted nothing that would have increased your sales? You know your business better than we, but even a layman, as it were, can discover something from observation.

In this age the struggle for success is made easier for the merchant who first discovers a good article, puts it in stock, and then lets the buying public know about it. Are you a clothing merchant? In your line of business does not that wholesale merchant who has a good article and who advertises it most extensively do the largest volume of business.

Take the Karpen leather furniture for instance; it was a very small institution at first. The proprietor made it a rule to sell only the highest class leather furniture and to put one half his profit in advertising. Today this furniture is advertised in every magazine and peddled in the world, and he pays for such advertising from \$250 to \$5,000 a page. What is the result? Every furniture dealer in the world is struggling to get the agency in his locality for this furniture. Why? Because it is the best of its kind and its maker has brought such fact to the attention of the buying public.

Many a merchant who has sufficient confidence in his wares to believe that he could sell more of them if he could personally interview more of the people who need them, hesitates to do his talking through the advertising columns because it costs more than talking across the counter. But the newspaper "ad" reaches more prospective customers in one day than the merchant can reach personally in a year; it gives him the advantage of doing all the talking himself, and it fixes his claim permanently on the minds of his listeners, while oral pleas leave but a fleeting impression. These privileges and powers are well worth paying for—and they cost little in comparison with the actual cash returns. The proof is to be found in the experience of all successful traders. Every advertisement that tends to draw trade to the town helps the town to the extent of the trade so drawn. A city with five good advertisers is a good city, depend upon that.

Kansas City is a good, lively place isn't it? It took five hundred miles of white paper three feet wide to print the advertisements in the two issues of the Kansas City Star and Times last Saturday. Enough paper to reach from Falls City to Chicago.

Your advertisement should be attractively written and printed in good taste. Good taste is the cardinal virtue of all good advertising. A right sense of proportion is as essential in the making of the right kind of advertising as is the ability to write good copy.

Harmony is an art that every good ad-smith must master.

The principles which govern attractiveness in any other line are too often lacking or suspended in advertising.

A slovenly woman is repulsive. A clumsily constructed house is unlovely.

A picture lacking proper proportion and harmony of color is an abomination.

An advertisement thrown carelessly together, crowded, lacking

symmetry and neatness, is a waste of good money.

If you could get two thousand Richardson county people to read an attractively built ad telling your business inducements for the week, do you not think it would stimulate your business somewhat.

If you do so believe why not follow your judgment?

Try The Tribune's trenchant trade teasers.

We build them to your order and guarantee the results.

Pancake flour, maple syrup at Harlow's.

Sam Bayne and wife left Wednesday for Salem.

Harlow's can peas are the finest goods put up this year.

Noah Peck left Wednesday for Chester and Fairbury.

Elizabeth Sanford returned on Wednesday from Omaha.

Harlow has the best soft shell almonds for 20 cents per pound.

Procter & Gamble's Naptha soap at Harlow's six bars for 25 cents.

The Misses Parsell of St. Joe are the guests of Mrs. Peter Resterer.

Go to Harlow's to get bulk oat meal fresh from the Quail Mill six pounds for 25 cents.

Harlow has log cabin maple syrup, took Gold Medal at St. Louis no purer goods made.

L. Thomas of Lincoln was with the local order of Knights & Ladies of Security on Tuesday evening.

Harry Morrow, wife and daughter left Wednesday for a several days visit with Pawnee City friends.

Mrs. Tom Jenkins and daughter, Esther, spent several days of this week with her mother in Leavenworth.

Mrs. Wigton and son Dorrington ate Thanksgiving dinner with Mr. and Mrs. Ed Fisher at Leavenworth.

Harlow gives you three bars of Lenox soap for 10 cents or eight for 25 cents, or a box of one hundred bars for \$2.85.

Amy and Hill Griffin came up from Kansas City Wednesday to spend Thanksgiving with their father, Rev. Griffin.

The portable corn cribs sold by Charlie Rickards are just the thing to set up in the field while husking or to feed out of during the winter.

Our Holiday goods will be open for your inspection in a few days. All goods marked in plain figures. We are the people that save you money—come and see us.—Roberts, the Jeweler.

Brethren Church.

Preaching at 10:45 a. m. and 7:30 p. m., by Rev. Lee A. Myers of Hamlin, Kans. All are welcome. E. E. HASKINS, Pastor.

HUMBOLDT

Gratt Parsons was a St. Joe visitor Monday.

N. B. Judd of Dawson was in the city Sunday.

H. P. Marble was a Falls City visitor Saturday.

L. C. Edwards was a Kansas City visitor Saturday.

Guy Sneathen of Dawson was a visitor here Sunday.

M. C. Shurtleff returned home from Hot Springs, Ark.

Bea Riley spent Thanksgiving with friends in Lincoln.

Nora Stalder left Sunday for a visit with Lincoln friends.

Leonard Manning returned from Coleman, S. D., this week.

John Brenner of Table Rock was a Sunday visitor in this city.

Clum Emmons was visiting relatives in this city the first of the week.

Gertrude Morris of Table Rock was the guest of Eva Cooper last week.

Mrs. S. B. Rice of Tecumseh was a guest of friends in this city Sunday.

Lib Wilson and wife are the parents of a daughter born to them on Sunday.

James K. Liggett and wife spent Thanksgiving with friends in Pawnee City.

Walter Smutz of Des Moines, Iowa, is visiting friends in Humboldt this week.

John P. Rock from near Table Rock was transacting business in this city Monday.

Lora McCool of Dawson was the guest of her grandparents, J. J. Turner and wife Monday.

Mrs. Litchfield of Kansas City is visiting at the home of her son, Dr. E. A. Litchfield and wife.

Dr. J. R. Morris returned home on Sunday from a visit with his brother, Creighton, in Lincoln.

Blanche Emmons and Golda Turner were visiting the former's parents in Tecumseh last Saturday.

Little Alma Howell who has been very low with typhoid fever, is reported slightly improved.

Mrs. E. W. Elwell and daughter, Hazel Ailing, of Sterling were visiting friends in this city several days.

Ione Norton entertained the members of her Sunday school class in a most delightful manner at her home on Thursday evening last.

Louisa Powers entertained a number of friends at her country home Tuesday in honor of her friend, Florence Allen of Mt. Pleasant, Iowa.

The dinner given by the ladies of the Methodist church in the Hulda building one day last week was a decided financial success, about \$40 being cleared.

Capt. O. A. Bridgeford and wife of Aledo, Illinois, who have been the guests of their daughter, Mrs. M. W. Harding and family, left Friday for their home.

Ralph McKenney, a former resident of this section, now located at Ft. Worth, Texas, was seriously injured in a railroad accident last week. There is slight hope of his recovery.

W. T. Parkinson, Frank Howard, Jos. Crawford, Chas. Woods, Will Dorance and G. W. Miller, prominent stockmen of Pawnee county, were in attendance at the Harding-Parsons sale last week.

A husking bee was given by the ladies of the Maccabee lodge on last Thursday evening, and an excellent time was had by all present. Prizes were awarded to Mrs. G. L. Beard and Carl Mann for finding the first and last ears of red corn.

SALEM

Prof. Feuerstein spent Saturday in Falls City.

F. H. Schoek was a Falls City visitor Sunday.

John Tlehen and wife were in Falls City Monday.

Mrs. C. W. Garrison arrived here from Omaha Saturday.

John Moore is doing a job of painting in Dawson this week.

Misses Ada and Verda Allen visited friends in Falls City Saturday.

Zula McCool spent the week in Falls City the guest of her sister Mrs. Rob't Rule.

Prof. Hoff of Humboldt spent Saturday and Sunday at the home of R. E. Grindstead.

Mrs. Guy Daggett of Superior arrived Saturday for a visit with friends and relatives.

Mrs. Ella Lord and Mrs. Charles McCool are visiting Mrs. James Whitney at Hiawatha this week.

Mr. and Mrs. Beebe of Pawnee City are visiting their daughter Mrs. M. A. Graves since Saturday.

J. B. Timmerman and Mr. Gallatly left Tuesday for Colby Kansas, where they went to inspect land.

Mrs. Cass Moore and Louis Sheely returned home from their trip to western Kansas Sunday evening.

Mrs. Staver and daughter Lena went to Rulo Wednesday for a few days visit with Mrs. Dr. Henderson.

Mrs. W. W. Spurlock and daughters Lila and Irene left Friday for California where they will spend the winter.

Ambrose Graham and wife came down Saturday from Dawson for a visit with their daughter Mrs. C. M. Cooper.

Mrs. C. W. Frousdale who has been visiting for some time at the home of W. H. Davis returned to her home at Esterville Iowa Monday.

Mr. S. P. Clark came up from Leavenworth Kansas Wednesday of last week to spend a week with his daughter Mrs. A. A. McCool.

A. B. Cochran proprietor of the Globe Hotel left Tuesday for Clark, Nebraska where he spent several days returning home Sunday evening.

Frank French and wife entertained a crowd of little folks at a surprise party for their daughter Mildred Tuesday evening celebrating her ninth birthday.

The Band boys gave an oyster supper Thursday evening which was well attended and a success. They rendered several selections which were highly appreciated by all and which surely showed well for their being organized only ten weeks.

A GREAT CLOSING OUT SALE

Our closing out sale has been in progress several weeks and while we are well pleased with the results, we have decided to hasten matters by making still another cut on our already low prices. This is a bona fide closing out sale, as we intend to quit business in Falls City. We must dispose of our stock in the shortest possible time and are making prices accordingly. We are giving the people of this vicinity an opportunity to buy their winter clothing at remarkably low figures—our object being to make every price a trade inducer.

CLOTHING

We have on hand a superior assortment of Mens Boys and Childrens clothing on which we are making some astonishing prices. Our reputation as Clothiers is based upon years of business success in this city and we propose to maintain that reputation until we close our doors to open them no more. For style, quality and variety of pattern, no stock in the city can compare with ours, and we are satisfied that the same is true of our prices. We know that we can satisfy the most fastidious buyer. In winter suits our line is exceptionally strong.

OVERCOATS

Here is a splendid opportunity to buy overcoats at prices so low as to be hardly worth mentioning, so we will not quote them. The line embraces the very latest creations of the most fashionable designers and each garment is a masterpiece of the tailor's art. The fabrics are the best, the workmanship the most superior and our price so small as to be out of all proportion to the excellence of the goods. If you need an overcoat for this winter, now is the time to visit our store and take advantage of the bargains we are offering. This is the chance of a life-time.

Shoes and Overshoes

In this department we are making a special effort to please a critical shoe buying public. At this season the demand for good, serviceable shoes is greater than at any other time in the year. This demand we are abundantly able to meet at closing out prices. Our line is as strong as we could make it. Comparison is invited.

In Rubbers and Overshoes our line is unexcelled and here, too, closing out prices prevail.

Gent's Furnishings

Here is a stock of furnishing goods that will appeal strongly to every well dressed gentleman. It includes Hats, Caps, Gloves and Mittens, Neckwear, Hosiery and in fact everything that goes to make up a complete line.

The goods are desirable and up-to-date and nothing but the fact that we are closing out, would induce us to dispose of them at the prices we are making. You should call and see them

F. W. CLEVELAND

FALLS CITY : : : : NEBRASKA

A GOOD WAY TO SAVE MONEY

Is to deposit a portion of your earnings each week or each month with the :

FALLS CITY STATE BANK

Remember there is no business so small and none so large, but that this bank will give it careful attention. This bank solicits your business and does everything it can to merit it.

Gehling Theatre

Monday, December 4

Rowland & Clifford Presents The Emphatic Success

Dora Thorne

Dramatization of Bertha M. Clay's Famous Novel

The Sweetest Story Ever Told Wholesome, Clean and Refreshing.

An Excellent Production

Prices 35, 50 and 75 cts

CHRISTMAS WATCHES



Watches have a heavy responsibility to bear in keeping their owner up to time. For that reason if for no other a FULLY WARRANTED watch is a necessity to everyone, whether the case be plain silver or diamond set solid gold.

Our watches are fitted with standard works, everyone of which is covered with the makers guarantee, any fault will be cheerfully rectified.

We have a complete stock of men's, women's, boy's and girl's watches which it will be profitable for you to inspect before you make any purchases. Come in and compare our prices.

A. E. JAQUET

THE OLD RELIABLE JEWELER