

**A FARMER'S IDEA**

**A Few Thoughts in Regard to the Parcel Post Law**

"Scarcely an empty house in Falls City. If every citizen would realize his duty to his town, the town where he is rearing his family, is entitled to his best words and efforts, then would Falls City go ahead to her proper place at the head of the class."

Editor Tribune—The above 1 clip from last week's Tribune. It has the right ring. Now I want to call the attention of every business man and farmer in Nebraska to something which seems to me to be the most dangerous blow ever aimed at the country towns. It is the parcel post idea, of the assistant post-master general, asking for the enactment of a law by congress, authorizing the sending of parcels through the mail, as high as eleven pounds, and over the rural routes to the country. This at first glance farmers may think would be to their interest, but it will ultimately result in the ruin of the merchants of our country towns, and as "evils like chickens come home to roost," would finally react upon the farmers.

Let us just for one moment imagine what a dreary place, even Richardson county, with all its splendid fertility and beautiful homes, would be to live in, if we had no prosperous, wide awake live towns. Let us once kill or stagnate our towns, let the buildings become empty and unpainted, the lawns grown up with weeds and bramble, and who would want to live on the adjoining farms? Would not the farms in time decrease in value? With live, thrifty bustling towns, your farm catches the boom and everybody benefited. Then let us all patronize our own merchants, who in turn will help and patronize us, and it will not be long until a thrill of new life and vigor will be perceptible in every direction.

I have lived in Richardson county since 1862, in some one of our towns, chiefly Falls City. I have always done my trading, and in all these years I have made it the rule of my life to pay cash, and buy nothing on credit and I have found that it paid.

Now I would suggest that a public meeting be called by the business men of the various towns in Richardson county to meet at an early day and memorialize the congressmen of Nebraska to watch and kill this proposed parcel post law. The postmaster general says it will be good for our small retail merchants. I don't believe it. I have no doubt but the catalog houses would pay handsomely for such a law.

Yours for home towns,  
GEO. A. ABBOTT.

**MUST RAISE MORE REVENUE**  
**Parcel Post Service Would Be a Good Thing For Farmers**

The postal deficit for the last year exceeds \$16,000,000.00. Uncle Samuel has been very liberal in the establishment of rural mail services and many other necessities. They are worth all they cost and the people would not now consent to be deprived of them. It behooves the postal department however to devise some means of raising more revenue. There probably is no method which would be more popular with the rural communities than the establishment of rural parcel post service.

This would enable the farming community to have small articles, weighing only a few pounds mailed to them at a normal cost by the local dealers. It would probably tend to increase the business of the local dealers also. It is proposed that in order to prevent mail order houses from taking advantage of the parcel post system, to the ruination of the local merchant, it be extended only to rural mail service. This probably removes the main objection to the establishment of the system and when well understood there will be so great a demand for parcel post service, that congress will grant it.

**PARCEL POST SYSTEM**

**The Postmaster General Discusses The Parcel Post System**

The postoffice deficit for the present fiscal year is nearly \$17,000,000. When the causes of this deficit are considered, it is nothing short of a national disgrace. The postoffice establishment ought to pay the government at least \$17,000,000 yearly instead of bringing it that much in debt. The rural free delivery does not pay, but it is universally known that it can be made to pay handsomely. The postmaster general recommends a limited local parcels post system on the rural routes to make them self-sustaining as well as a blessing to the farmer and the country merchant and to that great and constantly increasing class of people who, owing to improved transportation, live all or part of the year in the country. He suggests as a rate, 5c for one pound and 2c for each additional pound up to 11 pounds. Nearly all rural carriers use horses and wagons. An average burden of only 55 pounds a trip would amount annually to over \$15,000,000, nearly all of which would be profit. No man or concern would hesitate to act on such a plain business like proposition. There are four reasons, however, why the government of the United States does not act. The four reasons are the four express companies, viz: American express company, Adams express company, Wells, Fargo express company and the United States express company. They are not legitimate reasons, but they are very stubborn and potent ones. The postmaster general would like a general and unlimited parcels post system and the reason why he recommends a limited system is because he has no hope of getting what he wants and what the country is entitled to and what every other civilized nation in the world has.—Pawnee City Republican.

**Nebraska Telegraph Items**

One special advantage to the readers of The Lincoln State Journal is the fact that twice as much space is devoted to telegraphic items from over the state. If anything happens in Nebraska you are more likely to read about it first in the Lincoln State Journal. It costs a lot of money to pay correspondents in all the small towns, telegraph tolls, but its the right system, as is shown by The Journal having the largest circulation among state readers. The Journal aims to chronicle every death and every marriage in the state. In fact its a daily record of the doings not only of the people out over the state, but of all the details of the state institutions, most of which are located in Lincoln. It's your state university, your agricultural school, your hospital and your penitentiary. Thousands of officers here and over the state are spending your money and the Journal will best keep you posted on what you are getting for it. Nearly all of the troubles in state affairs in the past have occurred because citizens—maybe just like yourself—have not paid much attention to what was being done. By the direct primary the humblest citizen is now just as much a part of the government as his more fortunate neighbor, and if things go wrong you yourself must be entitled to part of the blame. In these times what you want to read is a paper that dares to tell you the truth about all things and all parties. And there are no strings on the Lincoln Journal.

**Mrs. McRaney's Experience**

Mrs. M. McRaney, Prentiss, Miss., writes "I was confined to my bed for three months with kidney and bladder trouble, and was treated by two physicians but failed to get relief. No human tongue can tell what I suffered, and I had given up hopes of ever getting well until I began taking Foley's Kidney remedy. After taking two bottles I felt like a new person, and feel it my duty to tell suffering women what Foley's Kidney Remedy did for me." Kerr's Pharmacy.

**Big Discount on Ladies' Cloth Coats**

We find that we have too many Coats on hand for this time in the season. To make it an object to many who have not anticipated buying, we cut the regular prices so deep that you cannot afford to pass the chance to get high grade garments at a cost that represents a very material saving. The semi-fitted style in vogue this season is one which can be worn through several seasons and is sensible, practical and easy fitting. Blacks, Blues, Browns, Reds, Greens, Castor, Tans and Mixtures are all plentifully represented in nearly all sizes, from 32 to 44.

There is not a single garment that is not a genuine bargain and that we do not recommend as to style and wear. Every one is new this season.

Twenty-five Per Cent Will be Taken Off from the Plainly Marked Prices on All Cloth Coats

**\$7 Coats now for \$5.25 | \$12.50 Coats now \$9.38 | \$20 Coats now for \$15**  
**\$10 Coats now for \$7.50 | \$15 Coats now \$11.25 | \$25 Coats now \$18.75**

**Fur and Plush Coats, 10% Off**

In Plush, imitation Fur and Fur Coats we have a full and very meritorious showing. These fabrics are not only very stylish this season but possess a value in service not found in any other material. Prices range from \$8 for a short imitation Fur to \$40 for a Near Seal Fur having the beauty of a genuine Seal Skin.

**Misses' Coats, 20% Off**

In Misses' Coats, from 6 to 14 years, are an excellent array of Bearskins, Sable, Plush, and Cloth, in reds, blues, browns, greens, tans and fancies, at from \$3 to \$12.50. All these are now offered at one-fifth off.

\$3 Coats now	<b>\$2.40</b>	\$7.50 Coats now	<b>\$6</b>
for .....		for .....	
\$5 Coats now	<b>\$4</b>	\$10.00 Coats now	<b>\$8</b>
for .....		for .....	
\$12.50 Coats now		only .....	<b>\$10</b>

**20 Per Cent Discount on Silk Petticoats**



Our order on Silk Skirts was not filled until late in the Fall so we find more on hand than is desirable at this time. There are blacks, blues, reds, greens, tans, greys and changeables. Prices from \$4.50 to \$10. From these a discount of 20 per cent will be given. Ladies wishing Silk Petticoats cannot afford to miss this chance to make a material saving.

\$4.50 Skirts now	<b>\$3.60</b>
for .....	
\$5.00 Skirts now	<b>\$4.00</b>
for .....	
\$6.00 Skirts now	<b>\$4.80</b>
for .....	
\$7.50 Skirts now	<b>\$6.00</b>
for .....	
\$10.00 Skirts now	<b>\$8.00</b>
for .....	

**Small Furs Are at Their Height in Style**

The prevailing modes in small furs is sensible. For two or three seasons they have been very small. Now the Muffs and Neckpieces are large and contribute to the warmth, as well as looks. Ladies are invited to look at our matched sets, at from \$8.50 to \$50. Smaller Neckpieces will be found at any cost to suit your need and purse. Some pretty sets for little girls at 85c and up.

**Last Chance on Ladies' Tailored Suits**

Only a few left. On any of these we will give a discount of 25 per cent.

\$20.00 Suits	<b>\$15</b>	\$18 Suits	<b>\$13.50</b>	\$15 Suits	<b>\$11.25</b>
now .....		for .....		now .....	

**Blankets—Cotton and Wool**

A fortunate purchase of Cotton Blankets places us in position to offer some extraordinary values. Please compare these with any you can find in any store in Falls City or anywhere in this part of the state. In wool Blankets are white, tan, grey, plaids at \$4 to \$10. As a special during the Holiday shopping we place on sale 10 pairs wool 11-4 grey Blankets, worth \$4, to close **\$2.50**

**\$4 to \$9 Dress Skirts Now Go at \$2.50**

37 Dress Skirts in Blacks, Colors and Fancies, good plaited and flared styles, substantial materials, formerly sold at \$4 to \$9 but now put on sale to close (no alterations) at \$2.50. We do not need to say that these Skirts are well made, that the materials are of high quality, and that the styles are not out of date. We make it a rule to close out each season all garments, and are willing to take a heavy loss to accomplish that end.

**Santa Claus Supplies in Great Variety**

In regular Dry Goods lines we have much the most complete showing for Holiday Shoppers we have ever presented to our trade. The list of articles in our store that are suited for gifts is so extensive that it would be folly to attempt to enumerate them. Ladies' Ready Made Garments, Fur Muffs and small Neck Pieces, Children's Furs, small and large Rugs of all kinds of Domestic make, dressed and undressed Dolls, all sorts of stuffed animals, Toilet Sets, Pin and Pillow Cushions, Mufflers, Handkerchiefs, Neckwear, Hosiery, Muslin Underwear, Umbrellas, Blankets, Trunks, Suit Cases, Linen Pieces embroidered and drawn work, Books, Postal Cards, in short the list can be extended indefinitely. You cannot afford to do your shopping until you have visited our place.

**Candy Special—a first Class Grade for 8 1/3c**

As usual we have largely increased our showing in Candies, Nuts, Fruits and other Fancy Groceries, including Christmas Trees, Candles, Tree Holders, Decorations, &c. As a special leader we offer an unlimited amount of the most superior Candy mixture we have ever offered at anything like the price per pound or quantity, at 8 1/3c per pound. For Sunday Schools, Churches and general Christmas Tree purposes, this is an unusual opportunity.

**Children's Coats, 20% Off**

2 to 6 years—Bearskin, Cloth, Cotton Cloakings—all we have left are now offered at above to close. We wish to sell every garment we have in this department.

**ALL TAKE NOTICE**

This is the time to buy winter Cloaks. Most of the winter is yet before us. The discounts we are offering are all genuine cuts from the prices we have been getting all the early part of the season. All are new and practical in cut, all are serviceable.

If you have expected to delay your buying until next year, you can afford to have a new Coat NOW at the prices we are making.

**Shirt Waists—New and Old**

A very extensive showing of Shirt Waists are on hand all the time.

New lots are coming in almost every week.

**Nets, Silks, Lawns, Poptins, Linens, Plains and Fancies**

are fully represented.



**Sacrifice Sale on Dress Goods**

All heavy weight fabrics are now put on our center tables at from one-third to one-half off our regular prices. These cloths are especially adapted for Petticoats, Ladies' and Children's Suits, Winter Skirts, Coats, Boys' Suits, &c. Nearly every shade from black to the light, delicate colorings so suitable for evening wraps is well represented.

25c Cloths now for	<b>19c</b>	\$1.00 Cloths now for	<b>70c</b>
only .....		only .....	
50c Cloths now for	<b>35c</b>	\$1.50 Cloths now for	<b>\$1</b>
only .....		only .....	

Nearly all these dress goods are all wool and are of the highest wearing value. We recommend this offering as possessing unusual merit.

**10% Off on All Fancy Silk Waistings and Suitings**

There remains an excellent selection of Silks in fancy designs, in waist and suit lengths, priced at from 65c to \$1.50. Although right in the midst of heavy selling in this department, we offer during the days before Christmas a discount of 10 per cent on all these fancy Silks.

**10% Off on All Room-Size Rugs**

We find in our Carpet section that the stock of room size rugs is larger than we wish to carry into the Spring season. To stimulate your buying, we offer during the next two weeks a discount of 10 per cent. This is a very handsome saving, amounting to from \$1.50 to \$5 per rug. The selection on our floor is complete in nearly every size up to 12x15 feet, in Ingrain, Axminster, Body Brussels, Tapestry, Velvet and Wilton. Our prices are as low as can be found in the county, so this discount is a clear gain.

Falls City **V. G. LYFORD** Nebraska