

Henry C. Smith LANDS & LOANS

240 acres well improved, 1 1/2 miles from Depot in Kas. Good spring. Best of terms. Will take 40 acres as part payment, balance long time at low interest.
200 acres 1 1/2 miles from depot, Richardson county, Nebraska. Good buildings and land. Will take 40 or 80 acres as part payment
160 acres upland, 1 mile from depot, Richardson county, Nebraska. \$12,000.
160 acres Johnson county, Nebraska 80 rods to church and school. Best of terms. Might rent.
107 acres near Brownville, Nebraska.
80 acres 3/4-mile from Falls City high school.
640 acres, \$8,000 improvements. Also 640 acres adjoining. Will take 160 acres as part payment. Fine running water. A No. 1 opportunity.
Money to loan.

BAMBOOZLING THE PUBLIC

SLEIGHT-OF-HAND ADVERTISING OF FAKE DRUGS.

"For Ways That Are Dark" the Medicine "Faker" is In a Class By Himself.

When a manufacturer has something to sell and brings it into publicity in an honest manner, representing it for what it really is, and not trying to hide his identity behind a newspaper, we respect him even if his product doesn't appeal to us. But when an advertiser gets his ad into the newspaper without "earmarks" under the guise of a receipt, vouched for by some other paper, it would have to be a pretty good product that would sell if the buyer knew the facts.

Recently there has been a lot of this style of advertising in connection with articles sold by druggists.

An item appears in the newspaper purporting to be taken from some other paper or journal, usually a religious publication, which recites the wonderful benefit and cures obtained by using a simple compound to be found at the drug stores. Then it goes on to give the prescription, just as if they were all staple, everywhere-to-be-found goods, and the names sound very drug like.

The reader is deluded into the belief that the newspaper is publishing free a valuable formula which he can cut out and have filled at any drug store. It is all got up with intent to deceive, so I have called this "sleight of hand" advertising. The method is this—the original publication, religious or otherwise, is paid for the space occupied in the first instance and all subsequent newspapers are paid regular advertising rates for the space occupied. The prescription is

made up of one or more regular, well known articles, but another article with a name that smacks of the Materia Medica and leaves a bad taste in the mouth, is also inserted. This is the "joker" and is a secret preparation made by the advertiser which can only be obtained from him at a price that affords him a very excellent profit. Usually the price of this item to the "ultimate consumer" is fifty cents. It is purely and simply a patent medicine or "proprietary," not a regular drug. The druggist may stock it and fill the prescription if he chooses and the remedy may be fairly honest, but the advertising is not. As a rule the remedy has little value, because it is cheapened to make a big profit for the advertiser.

Compound Kargon was the first remedy advertised in this way and when it was put out it proved such a winner that a flood of others followed and there are now dozens of these preparations exploited in this manner. Here are a few of them:

Thargol, Therox, Compound Kargon, Oil of Virgin Pine, Marmola, Pincolin, Torris Compound, Concentrated Pine, Cardiol, Parnotis Loxonia, Cadomene, Balmorort, Barkola, Clerola, Quinoln, Luxor, Amorol, Cerol, Borothol, Beta Canthol, Almozoln, Crystos, Spurmax, Canthrox, Kardene, Phrosol, Laxa-Tonique, Del-A-Tone, Hydrastinol, Terracol, Mayatone Elixir Cara Paya. All of these are not advertised in exactly the same way, but they purport to be drugs or known compounds which they are not.

All sound of the drug shop, but they are only known to the druggist as patent medicines and are so classed in the wholesale price lists.

Compound Kargon is a fair sample of all. It has been dropped now. No advertising has been done lately and it is nearly played out. None of them last very long, but it is easy to coin

a new name and start another.

Compound Kargon was sold to druggists in one-ounce bottles and the prescription called for one-ounce combined with syrup of Sarsaparilla and Fluid Extract of Dandelion, both well known official remedies. Now the contents of this one-ounce bottle was, in my opinion, identical with the fluid extract of buchu Juniper and acetate of potash except that it was only about one-third the strength of the official preparation. This fluid extract is worth about fifteen cents per ounce at retail so that the purchaser got a weaker extract at three times the price of the standard and that netted a very neat profit for the advertiser. This Compound Kargon was of some benefit to purchasers; it could have been better. No doubt some of these other preparations have a little merit, but some of them that we have examined have no merit whatever. In one instance a nickle's worth of borax is all the customer gets for his money. But we are not talking about the preparation itself. It is the advertising we are condemning. It is tricky, sleight of hand, a pretense, and the reader of the advertisement is so badly deceived that in most cases he will not believe the druggist who explains to him, but goes out and buys at some other store.

When you see one of this kind of ads in the future, pass it up, or take it at its real value. If you want to try it the druggist will get it for you, but don't expect him to keep it in stock.

Every druggist who stocks up with these things is sure to get "stuck" with some of them at the windup—and some of them "wind-up" in a very short time.

Most of them are absolutely worthless—made to sell, not made to cure. It is an old game in a new form. In the original as it used to appear

in the papers, some minister, so called, or some woman, who had suffered from disease had by some chance found a wonderful cure, and being of a philanthropic nature offered to send it free to all suffering humanity. They sent the prescription all right on request, but it always had one or two constituents not known to the trade and the druggist could not fill it, so it had to go back to the "philanthropist," who filled it for a consideration and so got his work in. Our Uncle Samuel put these fellows out of business by means of a fraud order in the postal service. But these later fakers do not use the mails, so a fraud order will not touch them.

A. MORSMAN, M. D. Morsman Drug Co.

Your tongue is coated.
Your breath is foul.
Headaches come and go.
These symptoms show that your stomach is the trouble. To remove the cause is the first thing, and Chamberlain's Stomach and Liver Tablets will do that. Easy to take and most effective. Sold by all druggists.

**A SHIPMENT OF
NEW SHOES
and Oxfords**
Just Arrived
at the
**HOME SHOE
STORE**

THE COMERS AND GOERS

HAPPENINGS OF INTEREST TO YOU AND ME.

What Your Friends and Their Friends Have Been Doing the Past Week.

Lincoln went dry by a majority of 935 or about one in ten votes.

A Womans Suffrage club was organized this week with Mrs. Mauger as chairman.

The Southeastern District debate at the Gehling opera house, Friday evening, April 15.

We are all either hiring labor, or laboring for hire, hence all are interested in the labor question. It will be discussed at the Gehling Friday night, by eight schools.

The high school has furnished many physical contests during the year. Come and see what they can furnish in the way of a brain contest at the Gehling, Friday night, April 15.

Mrs. D. Blucher and two sons of Leonardville, Kas., were guests of Rev. and Mrs. Nanninga Monday. They attended the silver wedding of Mr. and Mrs. John Weinert Saturday.

Miss Minnie Gatz and her friend from Kansas, Miss Brechisen, took the train for Colorado Springs Saturday. While not particularly dissatisfied with good old Richardson county, nevertheless they are out to see the world.

Mr. B. J. Galley and wife of Columbus, Neb., arrived in Falls City Wednesday on a visit to their little son, who has been here several weeks under the care of Dr. H. R. Miner and a trained nurse. Mrs. Galley will sojourn here for several weeks. Mr. Galley returning to Columbus, Thursday.

—Diarrhoea should be cured without loss of time and by a medicine which like Chamberlain's Colic, Cholera and Diarrhoea Remedy not only cures promptly but produces no unpleasant after effects. It never fails and is pleasant and safe to take. Sold by all druggists.

Mrs. F. Bohmenblust of Stillwater, Okla., was the guest of Mr. and Mrs. Wm. Deuchler Monday. Mrs. Bohmenblust spent her childhood days in this vicinity. She left her when 12 years old, and has been away thirty-three years. She recalls vividly the Falls City of 1875. A few scattered houses of antiquated construction represented the glory of Falls City.

Mrs. John Crook went to Kansas City Wednesday to meet her husband and Guy Crook, who are returning from their auto trip through Oklahoma. They will come up from Kansas City Saturday in the machine.

Mrs. Jessie Nulk and little daughter, Johann, returned Sunday from a visit of several weeks with relatives near Danbury, Neb.

Bring your envelopes to The Tribune office and have "The Story of a Thriving City" printed on the back. Do it now.

Judge Holmes of Lincoln was down on legal business Monday. While in the city he was the guest of A. E. Gantt.

Miss Mary Allendorf came over from Hiawatha Tuesday to visit her friend, Miss Stella Knickerbocker.

Mrs. Jim Powell left Monday for a two weeks visit at the home of her brother in Waverly, Kas.

Mr. and Mrs. B. F. Crook of Salem were trading here Tuesday.

N. K. Hosford and sister, Marie, were up from Rulo Tuesday.

A. J. Weaver made a business trip to Lincoln Monday.

Clyde Lam was down from Verdon Saturday.

PENCE-LITTLE COMPANY

THE STORE THAT SAVES YOU MONEY

In our new Ready-to-Wear Department we are showing the most attractive lines of splendid values we have ever shown. Unequaled in workmanship and quality. The latest productions of prominent manufacturers, made under the most sanitary conditions. **DON'T NEGLECT TO SEE OUR DISPLAY.**



One-Piece Dresses

In One-Piece Dresses we are showing 50 different styles, designs and colors, starting with the "Kenski" House Dresses at \$1.98 and ranging in price according to quality, up to \$10, for the real dressy party dresses. To appreciate this most extensive showing you must see them.

Spring Dress Goods

One lot of 36 and 42-inch Wool and Wool-mixed Suitings, all in light patterns and effects, and worth up to 75c per yard, **special for this week, per 35c**



Ladies' Waists

We have just received a large shipment of Ladies' Waists and One-piece Dresses, for house and dress wear. We are showing:

10 styles of Waists at each	50c	6 styles of Waists at each	1.25
5 styles of Waists at each	75c	8 styles of Waists at each	1.50
15 styles of Waists at each	1.00	25 other styles ranging all the way from \$7.50 to	1.75



IT WILL PAY YOU TO INVESTIGATE THESE CHOICE OFFERINGS

Summer Dress Materials

We are now showing a very complete assortment of fine Sheer Silk Mixed, materials for party dresses, which comprise all the newest shades of the season.

Our Prices are the Lowest.

Our Qualities Are the Highest.

Specials for the Week

\$1.25 and \$1.00 values in Fancy Silks, all this season's patterns, and an all-silk fabric,

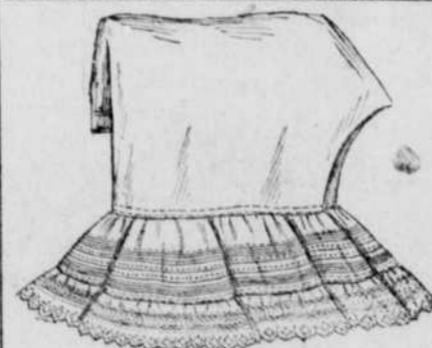
75 Different Patterns to select from

Special 79 Cents

Percales 7 1/2c Cents

A large selection of 28-inch Percales, all good staple patterns and full bolts. They were purchased long before the advance, which places us in a position to make this exceptional offer to our patrons.

Special this Week 7 1/2c.



White India Linon 9c

100 yards of White India Linon in different qualities, ranging up to 20c values. We offer

This week, per yard **9 cents**

\$5.00 Shoes for \$3.49

SUNFLOWER SHOES



"YOU CAN'T BETTER THE BEST"

\$3.49

\$5 Men's Patent Leather Shoes, two different styles Blucher cut, all patent and polished kid top, a very snappy dress shoe, special this week at

One lot of Men's, Ladies' and Children's Shoes. These are good, solid values which have been closed out until we have only a few sizes of a style left.

These will be placed on our bargain counter at greatly reduced prices.

PENCE-LITTLE COMPANY

SUCCESSORS TO MATTHEWS-LITTLE COMPANY

Opposite Court House

Falls City, Nebraska