

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.

THE POWER OF THE PRESS

DR. MORSMAN DISCUSSES ADVERTISED PRODUCTS.

Very Often the Druggist "Holds the Bag" - Impossible Claims for Mere Nostrums.

There is no business that is so much a victim of "publicity" as the drug business. Today an advertised product may be selling well; tomorrow a new one is marketed and forced upon the druggists' shelves by pouring money into the advertising hoppers of the magazines and newspapers. Soon the old one languishes, dies and the druggist, unless he is alert, has a few "chestnuts" left to remind him of its vigorous sale. Then comes the third, and the second goes the same road. It matters not that the first one was good, or that the second one was bad, or that they were all practically the same thing; it is the advertised name—the brand—that counts. The customer is told to ask for "Bunco" and take no other. And he won't take any other. He blindly follows the advertiser's lead. He has more confidence in that paid advertiser than he ever has in his neighbor that he has known for years. And "Bunco" it must be.

True, there are some advertised products that continue to sell right along in spite of their newly introduced rivals. A little less popular perhaps, but in fairly good demand all the time. They are the ones whose managers never stop advertising. They are constantly bombarding the people with "literature" of some kind. It isn't always the best preparation that succeeds—it is the best man behind it, and often it is not the honest advertising that does the trick, but the blatant unscrupulous, lying, promise—everything kind that wins out.

It takes a good man, a man of

judgment, persistence and nerve to start a new preparation for general sale nowadays. Advertising is much less effective than it used to be and more expensive. It must be big, unusual, costly, or nobody knows it is going on. It is a "nervy" man or a man with a deep pocket who dares to break into the game. But once in, he must play the game steadily, persistently, if he wins. Many do not win. The failures are plentiful. But others try it. They probably have nothing new to offer that hasn't already been offered—no new discovery. New discoveries are rare, and many so-called new discoveries are only "re-discoveries." They have nothing to insure success. It is just a pitiless fight in the advertising arena, with money as the weapon. Occasionally an article comes up for recognition that sails along of itself. Mentholatum was of this kind. Its projector didn't have money enough to buy even a small amount of newspaper space. He couldn't and didn't do any advertising but Mentholatum sales just grew and grew. It has been a matter of phenomenal wonder to every druggist familiar with the facts. It has made a fortune for its owner in the last ten years, but nothing for advertising men. But such an instance is unusual, very unusual. The cost is often enormous. The advertising scheme of Sanitol about a year ago almost bankrupted the concern, and it hasn't made good yet.

How much of this advertising bill does the public pay? All of it—every cent of it, if they buy the goods. The manufacturer who is exploiting a product must figure the advertising cost in with the cost of making and selling. That is why advertised products are often inferior to others.

As an object lesson to show that the public pays the advertising bill, here is an instance. A certain hair brush is advertised under a special name and the medium size sells for one dollar. The same manufacturer puts out the same brush under a name not advertised and it sells for seventy-five cents.

Advertising of the large kind is now nearly always done by advertising agencies; firms that make that their business and who employ talented experts to write advertisements and place contracts with publishers.

They know little about the goods they advertise. Their business is to convince the public that advertised articles are the only kind to buy, and so make good to their employer. Naturally such advertising is one-sided and all their assertions must be taken cum grano. Usually their statements are very misleading and often untruthful. Look at the advertising for Postum. The basis of all of it is the attack upon coffee. The more people they can scare out of the coffee habit the more they can get into the Postum habit. And there is no cause whatever for this attack upon coffee, except as they make the cause and influence people against it for their own ends. True, there are a few people who cannot drink coffee, but there are some who cannot drink Postum, also there are some persons who cannot eat strawberries. Probably if these people were selling imitation strawberries they would exploit that fact as advertising ammunition and everybody would shy at the strawberry crate. There are differences in coffee too. Some of it is quite as bad as Postum. Mr. Post was very indignant when he was accused of buying peanut shells to put in Postum, but it is a shell game he is giving the public in his advertising.

But it is in matters pertaining to the drug trade that the professional advertiser shines. Here he can claim the earth for his particular preparation, and he does it. These advertisements not only twist the truth and distort facts; they not only disseminate and mislead, but they "lie in their teeth" by making preposterous claims that they know absolutely cannot be fulfilled. And it is so admirably done! How modest their philanthropy; how kind their disinterest; with what guileless innocence they disclaim any intent to overestimate the wonderful value to the public of this phenomenal discovery! It is so smooth that the owner of this miraculous offering seems over modest and doesn't appreciate his own worth, and the reader having reached this conclusion is ready to swallow the glib statement, lies and all; ready to accept every testimonial at their face value and down the stuff. Testimonials! Part of them are bought, part of them are just "obtained," and part of them are made out of

whole cloth—"faked." Few of them have any real value as testimonials. Many of these advertisements claim to be new discoveries, great scientific achievements. Some of them even get into the medical journals and fool the doctors. Antikamma is an instance. The doctors used it and prescribed it and thought it was a great addition to their materia medica, until the pure food law showed them it was nothing but Phenacetine, that they were paying five prices for.

It is no wonder that advertising in these lines has lost much of its potency. It is no wonder that it takes big money now to get results. We are reminded of Lincoln's famous saying—"You can fool all the people part of the time; a part of the people all the time, but you can't fool all the people all the time."

Of course the Nostrum advertisements are the worst, but there are many others that are little better. How is this for unblushing effrontery: "Write to Mrs. Pinkham for free advice concerning women's ailments, etc." Mrs. Lydia E. Pinkham has been dead for a long time and the mails do not go where she is. True, there is another Mrs. Pinkham, who married into the family, but she didn't marry into the business. They are still running that in their ads and literature. "Write to Mrs. Pinkham," indeed! Who reads these letters addressed to Mrs. Pinkham? What is their advice worth? Many of these concerns advertise "all letters and communications strictly confidential," and yet it is charged that these letters are bought and sold by firms who make it their business to furnish addresses and letters to quack medical concerns. Samuel Hopkins Adams makes the charge and gives his evidence. It is pretty damnable if it is true. But why write to them? What evidence is there except their own statements that they are competent to advise? Why trust a stranger with confidential matters?

All the statements of any advertiser claiming "A New Discovery," "Special Preparation," "The Result of Long and Careful Experimenting," "An Entirely New Compound," "A Heretofore Undiscovered Remedy," "The Discovery of An Old Physician," "An Accidental Chemical Dis-

covery," "Entirely New Combination Known Only to Me," "An Indian Remedy," etc., etc., must be discounted. No faith whatsoever should be put in them. New discoveries are rare and this class of men do not make them, even "accidentally." The advertiser may be a physician, but he probably isn't. He may be a chemist, but this is still less likely. He may be an Indian, however, and quite likely a bad one.

Most of the magazines now exclude all this class of advertising matter. They do not need it, they have plenty without it. They preened their feathers and took great credit to themselves in the "holier than thou" style when they announced this exclusion, but the real reason for its exclusion was that they had more ads than space, although they stretched their covers all they could to get it in. Some newspapers also exclude this class of advertising. Religious journals and farmers' papers are not as a rule very exclusive. With a few exceptions they publish any old thing if the copy is planned to a check.

Many of these advertised products are utterly worthless. Some of them just simple, ordinary compounds, representing no medical knowledge, no pharmaceutical skill, and of no great merit, become under the optimistic hand of the paid advertisement writer, great and wonderful creations of science and marvels of efficiency, that have escaped the knowledge of the studious physicians earnestly searching for light, the experimenting of the alert pharmacist anxiously seeking new combinations, and the constant delving of the high-priced corps of chemists kept on yearly salaries by the pharmaceutical houses for this very purpose. Strange, if true, but not so strange as that people believe these things true.

How can the people protect themselves against the exaggerations of these artistic liars? Persons who will not read the ad of an honest local merchant will spend the entire evening over this kind of rot. It ought to carry its own condemnation to the intelligent mind. If it doesn't, then the best way is to use "horse sense," but if the reader doubts his ability to differentiate between good and bad, then he had better not read the stuff. A little more confidence

in his druggist would be advantageous. Put your business with a man you have confidence in and then don't hesitate to ask his advice and follow it, occasionally, at least.

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

Dr. A. J. Tucker and wife and daughter, Miss Florence of Sedalia arrived Friday to attend the funeral of the former's father, J. J. Tucker. They remained in the city a few days and were guests of Mr. and Mrs. J. L. Slocum.

Miss Myrtle Riggins, who has been visiting her sister, Mrs. Frank Knickerbocker, left Saturday for Franklin, Neb., to join the Douglas Vaudeville Company.

Pete Kaise's new bungalow at the corner of Morton and Fifth street is well under way. When completed will add greatly to that part of town.

Mrs. J. C. Ruple and little daughter, who have been the guests of her sister, Mrs. Will A. Crook, left Saturday for her home in Berthoua, Col.

Mrs. Alex Kerr of Salem came down Saturday morning to visit Mrs. Ruple, but was called home in the afternoon because of the fire.

Prof. Dalzell of Peru was a guest at the home of his brother-in-law last Friday. He came down to act as judge at the debate.

Rev. Liddell of Tecumseh was in the city last Friday the guest of Dr. Bailey. He also attended the Masonic lodge in the evening.

Mrs. Kachelries left Saturday for her home in Alma, Neb., after a visit with her daughter, Mrs. Will A. Crook.

Mrs. Bruno Hansen came down from Omaha Friday to spend two weeks with her parents, Dr. and Mrs. Kerr.

J. R. Cain, Jr., was down from Stella Friday evening to attend the meeting of the Royal Arch Masons.

Miss Helen Resterer went to St. Joe Thursday to visit Mr. and Mrs. Hal Sowles for a week.

Mrs. Charles Sharts returned Saturday from a ten days' visit with Kansas City friends.

Supt. R. L. Hoff came down from Humboldt to attend the county teachers' examination.

Miss Nola McCool was down from Salem Saturday the guest of Miss Louise Rule.

Mrs. Ollie McLean is in Verdon this week visiting friends.

R. R. Horrocks made a business trip to St. Joe Thursday.

Shoes for All Mankind

OUR ENTIRE SPRING AND SUMMER STOCK OF FOOTWEAR IS NOW AT YOUR DISPOSAL

Owing to the extreme early spring our shipments have been late in reaching us, but we are now glad to announce that we have just received our ENTIRE SPRING AND SUMMER STOCK OF FOOTWEAR, and are able to show you a greater variety of styles, and offer you better real money saving values than ever before. You will wear good shoes this spring, and we are in a position to supply your wants. OUR STORE WANTS YOUR BUSINESS this season, and we are making inducements in every department which you cannot afford to pass by. Our lines in all departments are well selected and full of value. We can please you if you are one of those people who buy where money goes fastest. In the first place, we want to remind you of the IMPORTANT FACT

We Can Fit You

As we carry ALL the widths—from the narrowest to the widest. No matter how soft the leather, or pliable the sole, a shoe MUST FIT to be comfortable. If your shoe FITS WELL it will WEAR WELL.

Quality for the Price

or value received, is what you are looking for. Our growth has been conservative, sure and steady, which is the strongest indication of meritorious merchandise and business-like methods. ONE PRICE TO ALL. We are constantly showing the newest creations in footwear, for young and old, and anticipate THE CORRECT STYLES for each season. GET THE HABIT of looking to us for the new productions in footwear.



The Oxford Family

We call particular attention to our Men's Line of Oxfords. In range of prices and qualities the line cannot be surpassed. In dull and shiny leathers, tans and blacks, we can cover the wants of all mankind, young and old. Our

Young Men's Oxfords

have all the "snap" possible, including the high arch, high toe and low two-eyelid ties, in all good leathers. Our women's, misses' and children's line of Low Cuts includes EVERYTHING THAT'S NOBBY, up-to-date. These styles are made in a variety of leathers and are up to the minute in fashion, fit and finish. Our stock of Pumps now includes all patterns and leathers; sizes from infants up; at prices to suit all purses.

The Work Shoe Proposition is where we shine. If a man ever wants a real comfortable shoe, it is when he works. We carry the largest stock of Men's Work Shoes of any dealer in Richardson County, and can give you your fit in all leathers, from heaviest to the lightest, in tans and blacks. We sell the famous Welt-sewed Plow Shoes in all leathers, and the ELK SHOES for men and boys are carried in green, pearl, tan brown and black. No better Shoes made. A trial will convince you of the worth of every shoe we place on sale. Give us a trial.

Our line of Children's Barefoot Sandals is now complete, having received our final shipment this week. BRING IN THE LITTLE FOLKS and we will do the rest. We carry a full stock of Tennis Shoes during the summer, in black and white, at RIGHT PRICES. Headquarters for Rubber Goods. Large stock to select from—FIT ALL HEELS. "Ball Brand" line of Rubber Goods. None better.

H. M. JENNE SHOE STORE

AN UP-TO-DATE REPAIR SHOP. ALL MODERN MACHINERY. WE CAN SAVE YOU MONEY HERE