

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.

'READY-MADE MEDICINES'

THE TEXT OF DR. MORSMAN'S INTERESTING TALK.

Many Good "Patent" Remedies, The Difficulty for the Laity Is in the Diagnosis.

I do not know any better name for this class of preparations than to call them ready-made medicines. Just as a man can buy ready-made clothing that will fit him if he isn't deformed or of irregular shape so he can buy ready-made medicines that will fit his disease, if it isn't unusual or complicated.

True, any one can go to the tailor and be measured and fitted exactly even if he is deformed, and so too he can go to a doctor and have his disease diagnosed and receive medicine adapted to his case, even if it be complicated. It goes without saying that better clothing and better treatment come from the tailor and the doctor. But the ready-made clothing serves its purpose and so does the ready-made medicine. I only apply this term to the better class of preparations and do not include "nos-trums," Castoria, Mentholatum, Jaynes' Vermifuge, White Pine Compound are examples. There are hundreds of others. The difficulty in using ready-made medicines lies in making a diagnosis of the case and fitting the remedy to it.

Of course the tailor doesn't think much of the ready-made clothing nor does the doctor have a very high regard for ready-made medicines, but silence is becoming to the doctor because he uses ready-made medicine himself. He doesn't call them that. He calls them "pharmaceuticals," but that is what they are and the doctor's kind of ready-mades very soon become the popular ready-mades because the doctor uses them and thereby introduces them, to the great profit of the manufacturer. This is just what the maker wants and is the best advertising he can get. Listerine was first used by physicians and it has been a popular ready-made for years. Sal Hepatica was introduced by physicians, now it is bought as freely as Castoria. Glyco-Thymoline was introduced by the dentist; now his patrons buy it. There are very many cases like these, where the doctors have started a very nice, profitable business for some other fellow; and he is still doing the same thing.

Of course there are certain kinds of ready-made medicines that the doctors never use. The doctor would not use Castoria nor Jaynes' Vermifuge, because they are already public property; and he has no need to use them for he knows pretty nearly what they are.

The physicians have used barrels of white pine compound, but now they have nearly abandoned it, because it has become a popular remedy. Some patent medicine men have the nerve to advertise that the doctors will not use their preparations because he is envious of their success. That is the rottenest kind of rot. The doctor is not envious. That isn't his position. He thinks that the people use these medicines too much; that they resort to patents when they ought to come to him, and he is right.

The public has a will of its own and will do as it pleases about ready-mades, and the doctor and tailor are both of them powerless. The great trouble about ready-made medicines is that the maker always claims too much for their preparations. It is misleading also in regard to diagnosis, because it always makes the symptoms lead up to the disease; the

remedy is prepared for instead of pointing out the real trouble. The business of the advertiser is to make readers believe they need this particular remedy and no other; and that he must ask for this one and "take no other," although there may be forty other ready-made preparations that are just exactly as good. If the druggist has the article called for, but tries to induce the customer to take something else, which he says is better, he lays himself open to the suspicion, that he has "an axe to grind," but if he hasn't the article asked for and recommends something else, it is probably just as good and just as reliable. The number of preparations of this class is now so large that it is impossible for the druggist to carry all of them and new ones are being born every day. Of course the advertising conveys the impression that the remedy advertised is as well known as the alphabet; but it may not be any better known than the Greek alphabet locally. When advertisers say, "sold in all drug stores," they mean they would like it to be sold in all drug stores.

Some of the ready-made medicines are really physicians' prescriptions, and good ones too. Some are actually taken from the Pharmacopoeia or other standard authority and are dependable and reliable and quite often the people, who put them out do not make them. They are made by Pharmaceutical manufacturers, the same concerns that put out the doctors' ready-mades; and two preparations advertised under different names may be identical in composition. All of the headache tablets, pills and capsules are practically the same. There is but little difference between the various makes of cathartics or liver pills. The large or old style pills are practically the vegetable cathartic pill of the Pharmacopoeia. All the little pills or granules are all similar in composition. The difference is mostly in color, size and talk; of course the customer goes by the talk, the advertising. He thinks his own particular kind is better, and if he THINKS so, they ARE better. The druggist would as soon sell one as the other, unless he has a cheap line which he is pushing for the sake of greater profit. I do not believe this is good policy, it is likely to drive customers away. People always want what they ask for and as a rule they go where they can get it. I would rather keep the customer than get the extra profit.

The market is full of cheap lines made for the druggist to push. I do not like to name them publicly, but any one interested can get the information at the store. The reader will understand that I have to be careful about giving names in print. If special information is wanted, I will be glad to give it verbally.

The use of ready-made medicines is constantly increasing. People find them servicable and so continue to use them and to recommend them to others.

Customers are learning that the differences are not as great as the makers would have them believe, and if they have confidence in their druggist are quite likely to depend upon his judgment and the UPRIGHT druggist will not fail them. His advice will be honest advice. He will be shortsighted indeed if he carries a line to push. Whenever the druggist has put out preparations of his own and has made them what they should be, they have been well received by the patrons. But this presupposes medical as well as pharmaceutical ability; and many druggists haven't both. But any COMPETENT druggist can make a good "stagger" at it, as many patent medicine men do. The trouble is that in the small towns the trade is divided up so that no one druggist has patronage enough in that line to make the venture profitable. If it wasn't for that, local remedies would be more common and to the advantage of the public.

In early English times the apothecary was the family medical man and the surgeon had little to do with medicine. That system of practice may come again. The physician is doing all he can to bring it about. In dispensing he has taken a step backward to the old English system to the detriment of his service.

Next week I will take up Nostrums.

A. MORSMAN, M. D.
Morsman Drug Co

LIBRARY REPORT.

Following is The Report For Year Ending May 31, 1910.

Number of books (accession number).....	4657
Number of bound periodicals ..	75
Number Weise bound periodicals, not acc'd.....	50
Books withdrawn.....	117

Actual number of books.....	4605
Periodicals subscribed for.....	40
Periodicals, gifts.....	12
Total.....	52

Books added this year.....	645
Gifts.....	17
Books not accounted for.....	1
Cards issued.....	685
Fictives loaned.....	32
Gov. Document (Con. rec.).....	17 vol.
Gov. Documents (state rec.).....	4 vol.
Visitors.....	27632
Cash received.....	\$168.47
Periodicals.....	2334

Books Loaned	Adult	Juv'n'l
Fiction.....	8127	7741
General.....	13	87
Phil and Rel.....	250	115
Sociology.....	239	287
Language.....	20	3
Natural Science.....	92	557
Arts.....	287	250
Literature.....	476	180
His and Travel.....	419	694
Biography.....	145	182

Totals..... 10068 10096

Country Life.

"Give me back the old country home in which I spent my childhood days! I am tired of the city with its never ceasing noise and strife. Oh! Let me spend my remaining days in the peaceful quiet of a country home."

These were the words of a well known man after many years of active life in the city. The country has a charm which is all its own. Man is never more himself than when he is close to nature. William Cullen Bryant wrote his immortal poem, Thanatopsis, under the mighty trees of his quiet home. It was the migrating birds which before the return of winter were seeking a warmer clime, that awakened in the bosom of the young and doubting Emerson the thought of immortality. The thought that came to his longing and craving soul that there is a better clime, to which one must go like the birds before the return of winter. To my mind the tillers of the soil, when all things are considered, have the most free and happiest lot of all mankind. It is true that every calling has its own difficulties and disagreeable features, and the farmers' is not excepted. Yet no calling has profited more

by modern inventions than that of the farmer. All kinds of machinery have come to his aid to lighten his labor and to take away much of the so-called drudgery. To be a farmer and to be the owner of a farm is to be indeed a gentleman. He is the most independent of all men. The Tribune thinks that the time has come when especially farmers' boys, and the girls as well, should feel that to be on the farm does not

mean that they are beneath anybody, but that their calling is equal to any other calling. To our many readers on the farm, we would say: Be content, for yours is a happy lot. Boys, stay on the farm.

Miss Battles of Des Moines, Iowa has been employed by the school board to teach in the English department of the high school.

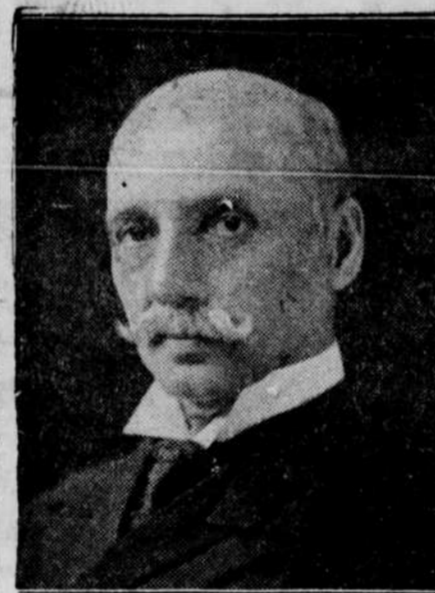
Miss Lange of University Place will teach the fourth grade at Central the coming year.

Must Have Accessories.

"I hear you picked-up an abandoned farm."
"Yes."
"Genuine farmer now, are you?"
"My smart friends won't believe it until I have picked up some abandoned dialect."



Falls City High School Track Team, 1910.



COL. G. A. GEARHART
August 10th, 3 P. M.

Here's a Good One

This week several of the leading business men in town have asked me what we had on the CHAUTAUQUA program this year, and every time I've mentioned GEARHART the expression has been "He's a dandy."

Col. Gearhart was here two years ago and more than lived up to what was expected of him.

Don't fail to hear him at the

Falls City Chautauqua

August 6th to 14th, 1910

E. K. HURST, Secretary

Lyman Millinery Stock

To be Sold at the Cost of Materials

The Lyman Millinery Stock has been turned over to the undersigned to be sold at most any old price. The stock is new, very well bought and is all of the very newest style. Every woman needs an extra hat or so, especially since they may be had for so little.

If you need a flower to beautify an old bonnet, a piece of velvet, or anything in the millinery line, this is THE BEST CHANCE OF YOUR LIFE TO GET IT.

Trimmed Hats will be sacrificed. Over a hundred of them to go—THE PRETTIEST STYLES OF THE SEASON. SALE NOW ON.

Don't Overlook this Chance to Buy Millinery at the Bare Cost of Raw Materials

F. L. BRITAIN, in Charge



1st Door North City Hotel

24 HOUR SALESMEN

YOUR best salesman cannot work more than 12 hours a day.

Q An advertisement of your goods in this paper works while you sleep and wake—24 hours a day.

Q It works in many households at the same time.

Q It talks better than the most fluent \$... a week salesman.

Q No one slams the door in its face.

Q RESULT: It sells goods.

Q About the cost? Far less than the \$... salesman and does lots more work.

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