

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 1/4-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 DEMAND FOR NOSTRUMS

DR. MORSMAN TALKS ON AN IMPORTANT SUBJECT.

The Power of Advertising Clearly Shown in the Demand for Worthless Mixtures.

According to Webster, any medicine is a nostrum if its composition be a secret. That definition is too sweeping for modern days. Language changes, and this word nostrum has come to mean a much-lauded, secret medicine of little merit. It can not be applied today to all secret compounds, because there are hundreds of ethical preparations used by medical men that are practically as secret as any patent medicine on the druggists' shelves. Two-thirds of the pharmaceuticals the physicians use are really secret preparations, but they can hardly be called nostrums, as the meaning of the word is understood now.

In this talk I limit the term, rightly or not, to unscientific preparations of little or no merit, or that make extravagant claims, palpably untrue, or, in the vernacular, fake medicines.

This class of preparations emanate either from ignorant persons or else they are deliberate swindlers; more frequently the latter. In all of them there is more blow and brag in the advertisement than medicine in the bottles. They are worthless preparations, marketed by blatant and absolutely dishonest advertising. They cure nothing and their owners do not expect them to. The goods are fraudulent, the advertising is fraudulent, and their testimonials totally worthless as testimonials. There is little reliance to be placed upon published testimonials even when they are voluntary and genuine, unless the persons are known and the conditions are known. But the Nostrum makers are supremely indifferent to genuineness in testimonials. A testimonial is a testimonial with them, to be worked for all it is worth.

Like the motto, "get the money," theirs is "get the testimonial." How they get it is a mere detail of little importance. They do have some testimonials that are genuine in a sense. That is, there is somebody behind them who will reply to any inquiring letters that the investigator writes them, and for each reply they make to such letters of inquiry the maker of the testimonial gets twenty-five cents. That arrangement was not unusual a few years ago and I presume is in vogue yet. When the advertiser boldly urges the reader to write to the person who's testimonial he publishes, it is highly probable he knows just what kind of an answer will be forthcoming. The writing of testimonials therefore isn't a bad "side line;" it would look like easy money to some persons. A testimonial means little unless the person and the facts are known. It is hard to determine how serious the case was or how much the medicine had to do with the cure, if it was a cure.

All the advertising put out by the Nostrum makers (or fakers) is crooked. They give wrong symptoms of ailments and exaggerate min or troubles into signs of serious disease and their promises are still more mendacious. One of their booklets is like a railroad map where all the towns on the road are moved this way or that in order to make the road straight, so these fakirs describe sensations and feelings that are of little importance, as symptoms that lead straight up to the disease for which they make the only reliable cure.

It is nice reading for the unsophisticated and usually makes him think he "has 'em bad."

But what help is there for it? People will read the stuff. We might

have a Pure Food Advertising law with Dr. Wiley as censor. Some persons argue that the druggist should not sell preparations that he believes to be of little value, but he is compelled to stock the goods or his customers will go elsewhere. He cannot say to his patrons, "the preparation you ask for is a Nostrum of no value," because the patron believes in the advertising and regards his favorite medicine as above reproach, even when he knows there are many preparations that are fakes. It is like Bob Ingersoll's definition of Orthodoxy—"Orthodoxy is my doxy, and herodoxy is your doxy." So in this case, "my nostrum is a medicine; your medicine is a nostrum." The druggist can only be passive and let the advertising sell the goods. If he tried any other plan the spiders would spin a web across his front door.

Vinegar Bitters was a notable example of the nostrum class. It is dead and unmentioned now, but it was very much alive twenty-five years ago. It was made of sour beer, Cape aloes and water. The wholesale price was \$8.00 per dozen. It cost 65 cents a dozen to manufacture and about \$1.00 per dozen to advertise it, the rest was "velvet." And the people swallowed it by car loads. During the acute stage of this spasm it would have been easy to procure one hundred enthusiastic testimonials in every town and hamlet, to the effect that this "swill" was the most wonderful curative medicine ever made.

The owners did not have to forge testimonials, or ask for them, they were thrust upon them beyond their ability to publish. It was a daring and gigantic fraud, brazenly advertised to cure everything but a ham, and it made big money for its owners.

Radam's Microbe Killer was another rank fake, without even as much merit as Vinegar Bitters.

Liquizone or Liquicide, said to contain 99 per cent water and one per cent sulphurous acid—must have cost about ten cents per barrel—with a liberal allowance for bottles and advertising it should have been quite profitable.

Hydrozone, claiming to be a "scientific, absolutely harmless germicide," was quite as cheap and just as worthless. It was totally unscientific and wouldn't kill a germ unless by drowning.

Hostetter's Bitters isn't as good a drink as it used to be. Since the pure food law it only contains 25 per cent of alcohol. Whiskey is cheaper and—better.

Duffy's Malt claims to be a medicine. It also claims to be a superior liquor. It is neither. Add enough water to your whiskey to bring it down to 44 per cent and it will be quite as good as Duffy's and—cheaper.

Paine's Celery Compound never had any merit and the people have found it out. They haven't found out Peruna yet.

I have never opened a bottle of Warner's "Safe" Cure, but it has the ear marks of a nostrum. Its cures must have been faith cures. Lacupia, Foso Bark, Pushkuro, etc., ought to have had tickets for their original names, but should not get on the prize list for anything else.

Psychine was the nerviest swindle of all, for they actually set the price for the large size at \$3.00 per bottle! Said to contain a little strychnine, enough alcohol to keep it from spoiling, a pinch of beautiful red coloring matter (Cochineal) and the rest water. That made a pretty velvety preparation. I am told the formula has been changed since the pure food law. Perhaps they left out the strychnine. According to the label, it is "the greatest of tonics" and an "infallible remedy for consumption." Oh! ye disciples of Aesculapius how insignificant is your boasted wisdom. Here is an "infallible" cure for consumption and ye wot it not!

Ozomulsion is put out by the same firm. It contains Cod Liver Oil. They couldn't make an emulsion without oil. I don't see why they put out so expensive a preparation. It probably didn't pay over four hundred per cent net, and if Psychine is an "infallible" remedy for consumption" why put out another that cost ten times as much?

There have been many other fakes, too many for an article like this one, and the nostrum man isn't dead yet.

A. MORSMAN, M. D.

Morsman Drug Co.

THE COMERS AND GOERS

HAPPENINGS OF INTEREST TO YOU AND ME.

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

Mr. Hill of Dawson took the early train for Falls City Monday.

A nine-pound boy arrived to gladden the hearth and home of Mr. and Mrs. Clarence Schatz.

The waters in both Nemahas reached the flood limit Friday night. Fortunately they began to recede without doing much damage.

Room No. 19 in the National hotel has unexpectedly come into the lime light. There are other rooms in that institution that will bear official scrutiny.

Governor Shellanberger issued a belated proclamation making June 14 Flag Day in Nebraska. Here is hoping that every day may be a flag day.

Two gambling joints have "fessed up." Several others are apt to follow the example set, and our alert marshal will lose the chance of distinguishing himself.

George Mauck, a brother of Mrs. S. Marts, died unexpectedly at White Cloud, Kas. Wednesday, June 15. Mrs. Marts left yesterday to take charge of the remains. Particulars will be made public later.

Judge Spraggins assessed a much heavier fine against the last lot of gamblers run in than against the first lot. Presumably the judge has regard for persons and places. He may be right. But we take it that gambling whether done in the National hotel or over Smith's saloon, and whether indulged in by respectable citizens of Rulo, Humboldt and Falls City, or a few Indians and greasers, is gambling.

Auto Club to Meet.

The Richardson County Auto club will hold a smoker at the Elk's club rooms Saturday evening at 8:30. Every auto owner in the county is requested to be present. Attend the ball game in the afternoon and remain for the smoker in the evening. Important business will be transacted. Arrangements are being made for a short contest of some kind to take place immediately after supper. Come and have a good time. Tell others about it.

H. R. MLNER, President.
W. H. SCHMELZEL, Sec.

Piano Bargain.

We have slightly used piano in the vicinity of Falls City, Neb. To save the expense of boxing and shipping, will sell very cheap for cash or payments as low as \$5.00 per month. Write Olney Music Company, St. Joseph, Mo. 25-4t-pd.

GRAND OPENING OF

THE AIRDOME

Monday, June 27th

High-Class Dramatic Companies Playing at Popular Prices

10c and 20c--No Higher

Different Plays Every Night. Refined and Wholesome Amusement for Ladies, Gentlemen and Children

Home Talent===Gehling Theatre

THURSDAY, JUNE 23, 1910

Rebecca's Triumph

PRESENTED BY

The Christian Endeavor of the Christian Church Under the Direction of Mrs. H. B. Glenn

Rebecca, a Foundling.....	Miss Hazel White
Mrs. Rokeman, Lady Bountiful.....	Mrs. L. C. Edwards
Mrs. Delaine, a Widow.....	Miss Lucille Metz
Clarissa Codman, An Old Maid.....	Miss Louise Rule
Katie Conner, An Irish Girl.....	Miss Fay DeWald
Gyp, a Colored Girl.....	Miss Angie Glenn
Meg, a Crazy Vagrant.....	Miss Dorthea White

The Cooking Club

Dora Gaines.....	Zetta Camblin	Gussie Green.....	Nellie Craig
Sadie Morrill.....	Frances Ramsey	Dorothy Dixon.....	Maybelle Poteet
Jennie Woodman.....	Grace Reavis	May Aarseth.....	Camille Leyda
Nellie Dunbar.....	Ruth Reavis	Mayme Baldwin.....	Lucille Eeyda
Emma Stevens.....	Helen Resterer	Bessie Long.....	Lena Northdorf
Grace Greenwood.....	Nellie Hossack	Floss Warner.....	Ruth McMillan
Marie Gray.....	Cinderilla Houston	Gertrude Castleton.....	Mabel Hermes
Alice Leeds.....	Maude Davis		

Miss Edna Vaughn, Accompanist

Musical Program

Solo, "Babyland".....	Maybelle Poteet	Solo, "Sweetheart".....	Ruth Reavis
Solo.....	Mrs. George Wahl	Violin Solo.....	Miss Anita Wilson

Prices 50c, 35c, 25c. Seats on Sale Monday, June 20

Come, You Will Find Every Moment An Enjoyable One



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. BRITTAIN, in Charge

1st Door North City Hotel

Watch it Grow

Advertising is the fertilizer of dull business soil. Its work is magic. Thin, weakened trade becomes a thing of power when its roots feel the healthy sunlight of publicity.

YOUR AD. IN OUR NEXT ISSUE WILL PROVE IT.

(Copyright, 1909, by W. N. C.)