THE CITY. THE MORSE DRY GOODS C0.
 yhardhy for wha numintrint pace,



## Ayer's Pills,

 Pijsilis, Sicin ni and Specialists,
1408 DOUGLAAS SREE



## ADVERTISING

## As a science, like electricity, is as yet in its infancy. But it has today reached a point alike beneficial

 to the merchant and his patron. In olden times the merchant's ideas about advertising were confined to putting a barrel of brooms out on the sidewalk and labeling it brooms, Later on he put a notice in the papermonths



FAGTS
ABOU'T

## CLO'THES

AND

## HATS

## Nebraska Clothing CO.,

## RIBBER MOMTS ASIIIES <br> IN THE WORLD.

## Woonsooket \& Rhode Island Rubber 60

American Hand Sewed Shoo Bo


