

THIS IS OUR ANNIVERSARY

And we've a right to crow—because we are the "Original Cut Price Druggist" in Omaha—and this being our first year of price cutting we have come off victorious over all competitors—notwithstanding we have been compelled to fight "Doc, the Plugger," and "The 2x4 Pets." They have to eat crow—whether they like it or not—while we do the crowing.

These Are Our Prices

Pathe's Celery Compound.....	65c
Hood's Sarsaparilla.....	61c
Alcock's Porous Plasters.....	9c
Carier's Little Liver Pills.....	12c
Stuart's Dyspepsia Tablets.....	35c
Williams' Pink Pills.....	35c
Warner's Safe Cure.....	80c
Scott's Emulsion.....	67c
Syrup of Figs.....	32c
Birney's Catarrh Powder.....	30c
Pierce's Favorite Prescription.....	68c
Duffy's Malt Whiskey.....	80c
Vino Kolafra.....	75c
Ayer's Hair Vigor.....	60c
Cuticura Soap.....	15c
Pierce's Golden Medical Discovery.....	62c
Hall's Catarrh Cure.....	55c
Garfield Tea.....	15c
Quinine Capsules, 2-grain, per doz.....	7c
Quinine Capsules, 3-grain, per doz.....	7c
Quinine Capsules, 5-grain, per doz.....	10c
No-To-Bac.....	65c
Mennen's Talcum Powder.....	15c
Gen Catarrh Powder.....	35c
Stearns' Wine of Cod Liver Oil.....	75c
Radway's Ready Relief.....	40c
Sozdon's Powder, gold box.....	30c
Sozdon.....	60c
Wine of Mariani.....	\$1.00
Munyon's Remedies.....	25c
Hydroline.....	70c
Indian Sagwa.....	70c
McLean's Liver and Kidney Balm.....	75c
Cuticura Resolvent.....	75c

ALL OTHERS IN SAME PROPORTION.

To Physicians

Gentlemen—During the past year in my advertisements in the daily papers—which no doubt you have read—I have tried to make a distinction between a physician and a "Doc" of many gentlemen among the physicians—I do not know that they have treated me with the utmost fairness and have not tried to dictate to their patients where they should have their prescriptions filled—and when we filled their prescriptions they did not raise a howl and say we were incompetent to fill a prescription. To these gentlemen I wish a Happy New Year. CHAS. H. SCHAEFER.

Card to the Public

It is now five years since I started in the drug business in Omaha. The first four years there was a certain class of doctors, whom I have dubbed "Doc, the Plugger," who would not allow their patients to come to my store. Their reason for this was that I was not capable of filling a prescription. On January 1st, 1893, I concluded to show these fellows up to the public, and their contemptible methods of doing business. How far I have succeeded you all know. These Docs should not be allowed to roam at large in a civilized community, but should be exiled to some unknown country—for a man who is not satisfied with his regular fee, but insists on getting his office rent paid and a percentage on his prescriptions is too contemptible to be called a man. I have fought these Docs and 2x4 Pet druggists a hard fight now for one year—and shall continue this fight all during this year. There has been nothing to mean for them to say about me, but it has done them no good—as the public have shown their appreciation of my good work by the large number of prescriptions I have filled during the year just closed.

CHAS. H. SCHAEFER.

About Mail Orders

We give special attention to this department, and all orders are shipped the same day as received. When goods are ordered by freight add 25 cents extra for cartage. Cash must accompany all orders.

To the Doc

We cannot call him a gentleman, as he is far from being one. We know that the "Doc" refers to have read our ads. During the past year we have fought them hard and have shown to the public their methods of doing business. We know they have tried hard to injure our business—talked about us scandalously—tried in every way to convince their patients that we were not capable of filling a prescription. But, we have not a word to say against them. We are a member of the New York Pharmaceutical Association and also of the State of Nebraska—and passed a splendid examination in both—and it seems a little strange that boys and girls—whom the Pets employ—can all your prescriptions and we cannot. CHAS. H. SCHAEFER.

These are Our Prices

Lydia Pinkham Compound.....	75c
Maltine—plain.....	75c
Maltine—with cod liver oil.....	75c
Omulsion.....	75c
Peter Moller's Cod Liver Oil.....	60c
Phillip's Cod Liver Oil.....	75c
Chamberlain's Cough Cure.....	15c
Honeydew Water.....	15c
Nestle Milk Food.....	40c
Malted Milk.....	10c, 80c, \$3.00
Jaynes' Expectorant.....	75c
Dr. King's New Discovery.....	40c
Kennedy's Medical Discovery.....	\$1.15
Per-una.....	75c
Miracul Pile Cure.....	35c
Melachol.....	60c
Carlsbad Sprudel Salts.....	75c
One Minute Cough Cure.....	20c
Mother's Friend.....	75c
Camole Jumper.....	\$1.00
Kola Cardnette.....	85c
Shilo's Consumption Cure.....	20c
Lambert's Listerine.....	75c
Foam's Extract.....	35c
Dr. Miles' Nervine.....	70c
Castoria.....	25c
Fellows' Hypophosphites.....	\$1.00
S. S. S.....	75c
Schitz Malt Extract.....	10c
Malt Nutrine.....	20c
Best Tonic.....	16c
Pinaud's Eau de Quinine, 28c and 56c.....	75c
South American Kidney Cure.....	75c
Hostetter's Bitters.....	68c
Electric Bitters.....	40c

ALL OTHERS IN SAME PROPORTION.



Egyptian Lotus Cream

Is a preparation which we manufacture and claim there is nothing better made for cracked hands, facial spots, freckles, sticky or greasy skin, and is the cleanest and most agreeable preparation made, and gives immediate relief. Kid gloves can be used immediately after use. It sells for 12 cent bottles. Use it once, and you'll use no other.

Affidavit

State of Nebraska, Douglas County, ss.— CHARLES H. SCHAEFER, being duly sworn according to law, deposes and says that he does not pay attention for any practice or objection either does he pay a percentage on prescriptions sent to his store. CHAS. H. SCHAEFER. Sworn to before me this 10th day of May, 1896, and subscribed in my presence. N. P. FILLI, Notary Public. This is why we have you from 49 to 60 per cent.

SCHAEFER'S CUT PRICED DRUG STORE

SIXTEENTH AND CHICAGO.

BORDER LAND OF SCIENCE

Field Which is Largely Occupied by Shams and Frauds.

HYPNOTISM AND MEDICAL SCIENCE

Theories Concerning it and Dangers of its Indiscriminate Practice. Lecture delivered at Creighton Medical College.

"The Border Land of Science" was the topic of an instructive lecture delivered to the students of the Creighton Medical College by Rev. Father Coppens, M. D., last Tuesday. It was as follows:

"In this last lecture of our course I propose to make a brief excursion with you into the border land of science, a region chiefly occupied by imposture and superstition. To show there is such a territory, we have only to name a few of its inhabitants, such as mesmerism, animal magnetism, clairvoyance, spiritism, including table rapping, spirit rapping, most of which have been used in connection with medicine. I do not maintain that all of these are mere vagaries, empty shadows, without the least reality, mere ghosts and hobgoblins, mere phantoms of the human brain, or cunning devices of impostors to deceive a gullible crowd of the ignorant public. Yet most of these are such beyond a doubt, and as such are totally unworthy of attention.

"Medicine is a science; it deals with undoubted facts and certain principles, and with theories in so far as they are supported by well ascertained facts. The border land of which I speak presents to our investigation few certain facts. It is chiefly the domain of imposture, charlatans and showmen, and medical quacks call things facts that are not facts. Among all the inhabitants of the shadowy region that I have enumerated, there is only one considered today by the science of medicine as worthy of its attention. It is hypnotism. As its first origin is connected with the history of mesmerism, and the latter, though itself a phantom, has been used as the chief patron of all the other phantoms, I will premise a few words about mesmerism itself. Mesmer was born about 1734, studied in Vienna and there became a doctor of medicine in 1766. Soon after he began to speculate on the curative powers of the magnet and claimed to have discovered the existence of a force in man similar to magnetism and the source of strong influence on the human body.

"In 1776 he published an account of the medical powers of this animal magnetism, which from his name was afterward called mesmerism. Paris was then the center of attraction for scientific discoverers and preceptors. Thither Mesmer betook himself and there he soon created a lively sensation by the exhibition of his magnetic cures, which were accompanied by clairvoyance—that is, the power of seeing objects concealed from the eyes. He was also supposed to work some inexplicable cures. The secret of his art he could not be induced to reveal, even for the price of 349,000 livres, that were offered him in compensation. People began to doubt whether he had a real secret, or whether he was a rank impostor. A royal commission was appointed to examine the matter. One Benjamin Franklin, then in Paris, was one of the commissioners. Their report was unfavorable. They found no proof of the existence of a fluid such as animal magnetism, and thought that all that was not imposture could be accounted for by the power of imagination. In a secret report they pointed out very strongly the danger likely to arise from this unhealthy stimulus to the imagination. Their verdict does honor to their learning and their common sense. Mesmer left Paris and he died in obscurity in 1815.

"But his pretended discovery did not die with him. It was a mine of resources to the charlatans and impostors generally. There were strange effects produced and at the same time susceptible men lose their wits. The gullible public wonders, restless minds experiment and many pondered thoughtfully on facts, most of which were mere facts. The necessary traces of imposture and exaggeration seemed to remain a reality of phenomena that were not real.

THEORY OF HYPNOTISM

"About 1840 the vaunted claims of the many clairvoyants were exposed before the French Academy of Medicine, which passed a resolution rejecting mesmerism altogether as unworthy of notice on the part of scientific men. The theory of a mesmeric fluid, until then the only one advanced, had evidently been abandoned. Science with all its resources could find no such cause of the results produced. But in 1842 an English physician, Dr. James Braid, hit upon a more plausible theory. He conjectured that the mesmeric traces were only a state of somnambulism artificially brought about, and he called the word hypnotism to indicate the artificial sleep. Other attempts to promote the cause of hypnotism were made in the United States and other lands, but no very definite or scientific results were reached until 1878, when the celebrated Prof. Sancy, of the University of Paris, investigated the subject of a thorough study and abundant experimentation at the Paris hospital of La Salpêtrière and in many other places. At present it is admitted by distinguished medical scientists that hypnotism is a reality, capable of being utilized for important purposes. Many effects have been demonstrated, but the most striking is that of somnambulism artificially brought about, and he called the word hypnotism to indicate the artificial sleep. 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