

MEDICINE
for the
MILLION.

A Popular Proprietary Medicine sold at Retail for Five Cents a Package—the first experimental step in a direction that may lead to a revolution in the trade.

A New York company of manufacturing chemists, the Ripans Chemical Company, placed upon the market about five years ago, a medicinal tablet or "tabule," composed of compressed powdered preparations of certain medicinal drugs which had been ascertained to be of more general use among medical men than any other for the cure or alleviation of such ailments common to man as have their origin in an impaired digestion or weakened capacity for assimilating food, absorbing nourishment and eliminating waste. The catalogue of ills included under this head is said to include pretty nearly every disease for which the physician is called upon to prescribe. In preparing their standard remedy for the acceptance of the American people the company laid down the principle that everything entering into the packet should be of the highest grade, and so prepared and protected as to retain its qualities intact and unimpaired through any extended lapse of time in any climate. Only the choicest drugs should be used, their preparation packed in glass, protected by absorbent cotton, and securely corked. Even the corks used have been of a grade so high in its requirements that no manufacturer of these every-day stoppers could supply more than a small proportion from his output that would meet the exacted specifications. The glass vials were in turn packed in boxes of a quality not surpassed in beauty and perfection of workmanship by those used by the most fastidious dealers in jewels and ornaments of gold. Having set their high standard, and never consenting to vary from it, the proprietors resorted to the accepted modern methods of making their commodity known, and seven hundred thousand dollars invested within five years in newspaper advertising has informed every American citizen concerning the superior and surprising qualities of Ripans Tabules.

Being thoughtful and painstaking observers of the changed conditions that sweep over the commercial world, and careful to note every circumstance having a bearing upon the successful prosecution of their trade, the managers of the company have noted that there is a present insistent demand for a lower price of every article that reaches or approaches an universal use, and that the people, although requiring the best of everything, resent being called upon to pay heavy percentages for superfluous wrapping and packing or unnecessary protection against deterioration that might result in a week, but is needless in the case of a purchase intended to be consumed in a week. It has also been discovered and proved by the test of time and actual experience, that these Tabules do not have the tendency to loss of qualities or diminution of excellence from exposure that might at first have been expected, inasmuch as, under favorable conditions, those that have lain loose in a drawer, a travelling bag or pocket for several weeks or months are found to be practically as fresh and as efficacious as ever.

Acting upon these suggestions, and noting particularly the unimpaired prosperity of great newspapers now sold for a cent instead of the old rate of five times that amount, and the general tendency in all directions toward low rates and increased sales, the company have entered upon the experiment of putting up Ripans Tabules in pasteboard cartons, which they will offer to the trade upon terms which will permit of a package being sold by the druggist or storekeeper at a price lower than ever before adopted for a proprietary medicine—FIVE CENTS—ten tabules, or doses, for one-half a cent each.

The company will not discontinue the manufacture and sale in the form with which the people have learned to know and value the Ripans Tabules, but will offer the cheaper sort—experimentally—for the benefit of such as may desire them. It should be plainly understood that the quality of the medicine is identical in both sorts, the only difference being in the form and comparative cost of packing or putting up. The five-cent packages are not yet to be had of all dealers, although it is probable that almost any druggist will obtain a supply when requested by a customer to do so; but in any case a single carton, containing ten tabules, will be sent, postage paid, to any address for five cents in stamps, forwarded to the Ripans Chemical Co., No. 10 Spruce St., N. Y. Until the goods are thoroughly introduced to the trade, agents and peddlers will be supplied at a price which will allow them a fair margin of profit, viz.: 1 dozen cartons for 40 cents, or by mail 45 cents. 12 dozen (144 cartons) for \$4.32. 5 gross (720 cartons) for \$20.52. 25 gross (3,000 cartons) for \$100. Cash with the order in every case.

FOR CLEANING THE SCALP **Three Opinions:**

Removing Dandruff, preventing the hair from turning gray, and promoting a luxuriant growth, no finer thing can be used than the electric treatment, given by Mrs Demarest at Herpolsheimer's store

"The CHICAGO RECORD is a model newspaper in every sense of the word."—Harrisburg (Pa.) Call.

"There is no paper published in America that so nearly approaches the true journalistic ideal as The CHICAGO RECORD."—From "Newspaperdom" (New York).

"I have come to the firm conclusion, after a long test and after a wide comparison with the journals of many cities and countries, that The CHICAGO RECORD comes as near being the ideal daily journal as we are for some time likely to find on these mortal shores."—Prof. J. T. Hatfield in The Evanston (Ill.) Index.

Sold by newsdealers everywhere and subscriptions received by all postmasters. Address THE CHICAGO RECORD, 181 Madison-st.

T. J Thorpe & Co.,

GENERAL BICYCLE REPAIRERS

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Repairing done as Neat and Complete as from the Factories at hard time price

All kinds of Bicycle Sundries. 320 S. 11TH ST
Machinist and General Repair Work. LINCOLN.



This Famous Remedy cures quickly, permanently all nervous diseases, Weak Memory, Loss of Brain Power, Headache, Wakefulness, Lost Vitality, Nightly Emissions, evil dreams, Impotency and wasting diseases caused by youthful errors or excesses. Contains no opiates, is a nerve tonic and blood builder. Makes the pale and puny strong and plump. Easily carried in vest pocket. \$1 per box; \$5 for \$25. By mail, prepaid, with a written guarantee or money refunded. Write us for medical book, sealed plain wrapper, with testimonials and financial standing. No charge for consultations. Beware of imitations. Sold by our agents, or address NERVE SEEDS CO., Excelsior Temple, Chicago, Ill. For sale in Lincoln, Neb., by H. W. BROWN, Druggist.