

Everybody Drinks Coca-Cola. It answers every beverage requirement—vim, vigor, refreshment, wholesomeness. It will satisfy you. THE COCA-COLA CO., ATLANTA, GA.

WINCHESTER Light Weight Hammerless Repeating Shotguns. 12, 16 AND 20 GAUGES, MODEL 1912. This is the lightest, strongest and handsomest repeating shotgun made.

Sioux City Directory "Hub of the Northwest."

ICE BROTHERS Live Stock Commission Merchants at SIOUX CITY, Chicago or Kansas City.

Kodaks DEVELOPING and PRINTING Send for Catalogue and Pricelist.

FRANK E. SCOTT COMMISSION CO. Live Stock Salesmen.

Barber Supplies The Kneibler Barber Supply Co.

PHOTO SUPPLIES OF ALL KINDS Best Developing and Printing at Popular Prices.

"KRESTOL DISINFECTANT" Kills Roaches, Flies, Bed-bugs and All Insects.

M. & L. DENTAL PARLORS 625 1/2 S. 1st St., Sioux City, Ia.

Frank's Cafe The best place to eat in Sioux City.

ROAD DRAGS We are manufacturing the Road King, the best adjustable road drag.

Standard Serum Co. of Sioux City, Ia. POTENT ANTI-HOG CHOLERA SERUM

SAVE MONEY AVOID PAIN Come to Sioux City for your dental work.

DAISY FLY KILLER placed anywhere, attracts and kills all flies.

PATENTS Watson H. Coleman, Wash. D.C. Patent Attorney.

THE UNITED HAY GROWERS' ASSOCIATION Nebraska City, Neb. WILL SELL YOUR HAY

HOME TRADE BOOSTS Prosperity at Home

MANY persons believe that the word "reciprocity" has merely a political significance. But it means one of the greatest principles. All civilization is founded on it.

IN PLAIN WORDS, "RECIPROCITY" MEANS THAT IF YOU EXPECT SOMEBODY TO DO SOMETHING FOR YOU, THEN YOU MUST DO SOMETHING IN RETURN.

Let us lay aside the political significance of the word and discuss this great principle as it applies to our own individual and community interests.

Were it not for the farmers we would not have all of these facilities for doing business. It is possible that there would be no great necessity for a town of this size and importance.

On the other hand, were it not for the town the farmers would not be enabled to market their crops with such facility and their prosperity would be considerably curtailed.

Now here is where the reciprocity comes in and affects our local conditions and our prosperity.

THE STOREKEEPERS HELP THE FARMERS AND THE FARMERS HELP THE STOREKEEPERS. Simplest thing in the world. Each does something for the other and both are benefited.

What if some great monopoly should swoop down and buy up everything the farmers raise, cattle and sheep and crops of all kinds, ship the whole lot direct to the city and thereby deprive our local merchants of the opportunity of handling the same?

Business would suffer. Many of our concerns would find it necessary to close up shop and go out of business.

Of course, this is rather a far-fetched illustration, because there is no possibility of anything of the kind happening. BUT THERE IS DANGER FROM ANOTHER SOURCE.

What if the farmers should all send their money to the mail order houses instead of buying their goods from our local storekeepers?

Many of them do—too many of them. IF THIS POLICY OF SENDING MONEY AWAY TO THE BIG CITIES INSTEAD OF BUYING FROM THE LOCAL MERCHANTS KEEPS UP AND CONTINUES, WE SHALL EXPERIENCE CONDITIONS WHICH WILL BE FAR FROM PROSPEROUS.

Reciprocity is what we need, right here at home. The storekeepers must deal fairly with the farmers and the farmers must deal fairly with the storekeepers, otherwise our system of business will be thrown out of its philosophical orbit.

Keep the money at home. Buy what you need from the local storekeepers. Don't help the big mail order houses to profit at the expense of our local merchants.

We must do for others if we expect others to do for us. We cannot evade the responsibilities of reciprocity, nor should we attempt to do so.

WE CAN ALL DO AS WELL AT HOME IN THE BUYING OF GOODS AS WE CAN BY SENDING OUR MONEY TO THE MAIL ORDER HOUSES.

And reciprocity is the thing that builds up communities. THINK IT OVER THE NEXT TIME THERE'S SOMETHING TO BE BOUGHT.

MAKING FARMING PAY EVERY farmer hopes to make a profit as the result of his labors. He tills early and late and spares no trouble to see that his crops are properly planted and harvested.

Most of the farmers in our community are prosperous. Our market is a good one, while there are certain things to be desired, and we all reap our share of the results of our advantage.

Because increased land values come as the result of conditions which afford additional opportunities of profitable crop raising, not the least of which is the market which permits of a quick and desirable sale.

THESE WHO HELP TO MAKE THE MARKET BETTER ARE ENTITLED TO THE THANKS AND GOOD WILL OF THE FARMER. We all try our best to bring about such a condition and in this way we help to make farming pay.

As a result of our efforts to help the farmer we expect him to do something in return. And when the thought is carefully analyzed it will be seen that we are actually asking him only to help himself even more than he will be helping us, by doing that which we ask.

WE WANT TO STOP THEIR ENCROACHMENTS ON LOCAL TRADE. We want to encourage local business men to provide stocks suitable and sufficient for local consumption, but if we send away for the goods we need, then the local business men will become discouraged and decline to invest their money and credit in stocks for our town.

IN ORDER TO HELP HIMSELF THE FARMER MUST HELP THE LOCAL MERCHANT. It is only by such reciprocal conditions that a community can become prosperous and grow into a bigger community.

Even if a farmer can make a profit on the buying of certain goods from a mail order house, in the end it will mean that he has helped to stultify his home market, which tends to keep down land values.

THE TOWN CANNOT HAVE PROSPERITY WITHOUT HIS CO-OPERATION AND HE CANNOT LOOK FOR PROSPERITY IF HE DOES NOT LIVE IN A PROSPEROUS COMMUNITY.

Any man can injure his community by failing to co-operate with those whose interests are similar to his own. Short-sightedness may make a man believe that he is not included in this general rule, but few can successfully evade its application.

BUY YOUR MERCHANDISE AT HOME. Bars and Bars. Mr. Justice Letton of the Nebraska supreme court went East one summer and left his house in care of friends.

Children Cry For Fletcher's CASTORIA. What is CASTORIA? Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrups. It is pleasant. It contains neither Opium, Morphine nor other Narcotic substance.

READER ALLOWED ONE GUESS

Did This Pleasant Little Conversation Take Place During or After the Honey-moon? He threw down his paper. "I wonder if the colonel really means to try it again?"

NEW YORK SHOPPING CLUB It Offers Many Advantages Heretofore Beyond the Reach of Any But the Rich.

THE NEW YORK SHOPPING CLUB, Inc. has recently been organized and has established itself in handsome quarters on FIFTH AVENUE, IN NEW YORK.

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Religious Scruples.

A soldier is allowed to "change his religion," as it is termed, if he can convince his commanding officer that he has good reasons. On one occasion a man intimated his desire.

Maybe It Happened. A shabby-looking man and a thin little shaver of a boy were standing with their backs against a wall along the public way.

His Address. Bacon—is he a man of pleasant address? Egbert—Why, sure! He lives somewhere on Easy street.

Industrial accidents in this country each year make 15,000 widows and 45,000 orphans.

If fish could talk anglers would have to revise their yarns.

An Ounce of Prevention Most people who enjoy a frequent drink of beer or liquor fail to realize its weakening effect on the kidneys.

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THE ARMY OF CONSTIPATION

IS GROWING SMALLER EVERY DAY. CARTER'S LITTLE LIVER PILLS are responsible—they not only give relief—they permanently cure Constipation.

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