

Gillette Safety Razor

NO STROPPING—NO HONING

Nothing to Adjust, Nothing to Learn.
Simply Lather Well and Shave.
12 Blades, 24 Sharp Edges.

FULL SIZE CUT.

EVERY BLADE AS THIN AS PAPER, AS HARD AS FLINT, AS TOUGH AND FLEXIBLE AS WHALBONE, WILL GIVE FROM 20 TO 40 VELVET SHAVES.

MADE AS FINE AS A WATCH WILL LAST FOR YEARS.

Triple silver plate with 12 blades, \$5.00.

Heavy gold plate with 12 blades, \$10.00.



GERING & CO.

The News-Herald

PLATTSMOUTH, NEBRASKA.

Entered at the postoffice at Plattsmouth, Cass County, Nebraska, as second-class mail matter.

OFFICIAL PAPER OF CASS COUNTY

A. L. TIDD.....Editor.
R. O. WATTERS.....Manager

RATES OF SUBSCRIPTION

One Year in Advance.....\$1.50
Six Months......75

TELEPHONES

Plattsmouth No. 85 Nebraska No. 85

PROVERBS are the lamps of words.

THERE is no wisdom like frankness.

LET naught be set down in malice.

REPENTANCE is very deep—the next day.

PLUCK plus joy is a good recipe for success.

DEBT hath no fears to him who owes nothing.

A CONTENTED mind is a specific for making gold.

DO NOT begin with exaggerated ideas of your own worth.

MEN are prone to make resolves—after they are caught.

NOTHING, except the mint, can make money without advertising.—Gladstone.

THE greatest thing in advertising is to get people to read the advertisements.

IMPOSSIBLE is a word that is found

only in the dictionary of fools.—Napoleon.

THE wise man never does a thing himself that he can have some one else do better.

OPTIMISM spells outlook. There is no outlook for the pessimist who sits down and complains because things are not coming his way. What he needs to do is to get up and go out and yank things his way by the scruff of their necks.

THE town beautiful movement should appeal to every householder in each community. A little work and very little expense on the part of each citizen would work wonders in the improvement of a town, and everybody would share in the benefits.

ENERGIZE! That's a mighty forceful word, one of the most forceful in the whole unabridged dictionary. If you energize you will make things hum, and by making things hum you will do the things you want to do. This applies to individuals as well as to towns or communities collectively.

SMALL town people sometimes fall into the habit of running down their own place in conversation. This is almost as bad as saying you wish you had married another woman instead of your wife. If you said that and your wife heard of it, probably you would have a chance to get another woman. But you'll never have much of a chance to get another town until you improve the one you're in so that you'll love it for its own sake. Be kind to your home place and it will be kind to you.

TEN COMMANDMENTS FOR BUSINESS.

I. Thou shalt not wait for something to turn up, but shalt pull off thy coat and

go to work that thou mayest prosper in thy affairs and make the word "failure" spell "success."

II. Thou shalt not be content to go about thy business looking like a bum, for thou shouldst know that thy personal appearance is better than a letter of recommendation.

III. Thou shalt not try to make excuses, nor shalt thou say to those that chide thee, "I don't think."

IV. Thou shalt not wait to be told what thou shalt do, nor in what manner thou shalt do it, for thus may thy days be long in the joy which fortune hath given thee.

V. Thou shalt not fail to maintain thine integrity, nor shalt thou be guilty of anything that will lessen thy good respect for thyself.

VI. Thou shalt not covet the other fellow's job, nor his salary, nor the position which he hath gained by his own hard labor.

VII. Thou shalt not fail to live within thy income, nor shalt thou contract any debts when thou canst not see thy way clear to pay them.

VIII. Thou shalt not fail to blow thine own horn, for he who is afraid to blow his own horn at the proper occasion findeth nobody standing ready to blow it for him.

IX. Thou shalt not hesitate to say "No" when thou meanest "No" nor shalt thou fail to remember that there are occasions when it is unsafe to bind thyself by hasty judgment.

X. Thou shalt give every man a square deal. This is the last and great commandment and there is no other like unto it. Upon this commandment dependeth all the law and the profits of the business world.

AND so when the Tariff duties on imported Scotch hosiery were increased in 1890 there was a terrible hullabaloo set up about the increase it would occasion in the price of all Scotch hosiery. A Freeport merchant, William Walton, who always prided himself in keeping for sale in his store the very best of anything made anywhere in the world, laid in an increased stock of Scotch hosiery, sure that the price would be increased. But there was no increase in price. Mr. Walton himself told us that the makers of Scotch hosiery sent circulars to the American merchants that the price would not be increased—they would pay the increased Tariff duties, and lay down their goods in the American market at the same price as formerly.

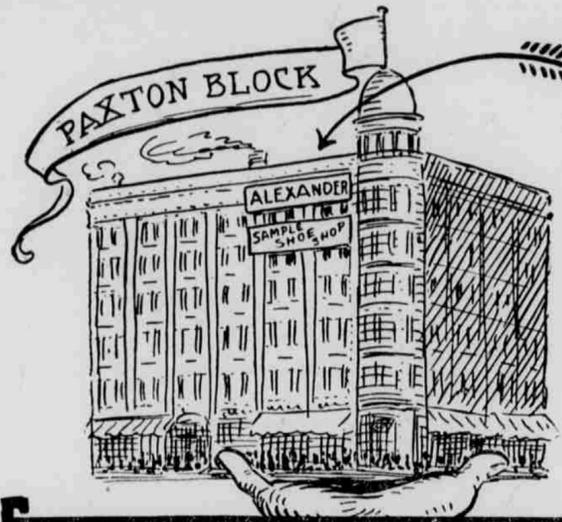
Just now a terrible hullabaloo is set up about the increase in the Tariff duties proposed in the Payne bill now pending in Congress, and foolish women are signing petitions against it. We do not pretend to know, and we do not believe that one woman in a thousand knows whether the Tariff duties on stockings ought to be increased or not, nor do we know that there will be any increase of the Tariff duties on imported stockings when the bill is finally passed or not. But we do know that the Tariff duties on imported stockings ought to be increased if the result shall be, as in the case of tin, that all the stockings worn in America shall be made in America by American working men who are paid American wages, and the price of stockings to those who wear them will be cheaper than ever before. The Tariff always works that way. It did work that way in the case of tin; it did work that way in the case of steel railway rails; it always works that way.—Freeport, (Ill.) Journal.

THE old moss grown notion that a new Senator must remain passive and silent during his first term in Washington was pretty much shot to pieces, even before Mr. Bristow and Mr. Cummins reached Washington.

WANTED—Trustworthy man or woman in each county to advertise, receive orders and manage business for New York Mail Order House. \$18.00 weekly; position permanent; no investment required. Previous experience not essential to engaging. Spare time valuable. Enclose self addressed envelope for full particulars. Address, Clarke Co., Wholesale Dept., 102 Park Ave., New York.

Alexander's Show

Men's
\$5.00 \$4.00
Shoes
for
\$2.50



The spring styles this season show a greater difference than usual. Alexander's. Our spring showing of Ladies' and Men's Footwear is matchable, both in quality and price.

Here Are Some

Ladies' Oxfords For Dress Wear.

Ladies' Short Vamp Patent Kid Turn. This is a shoe that is all the rage in the east and retails everywhere at \$5.00. We carry it in all sizes and widths, and our price is..... **\$2.50**

Ladies' \$4.00 Ideal Kid Turn. A real fashionable novelty, a superior grade of Ideal Kid. A perfect dress shoe for those who do not care for patent leather. Alexander's price..... **\$2.50**

Ladies' \$6.00 Patent Kid Turn with Louis XV. heel. The smartest dress shoe ever made. Alexander's price..... **\$2.50**

Men's

Men's \$5.00 G
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seven differ

Men's Tan Ox
\$4.00. A per

Men's \$5.00
Stunning m
stylish. Al

600 to 638 PAXTON BLOCK

Take Elevator at 16th St Entrance to 6th Floor, Paxton Block

"NO OTHER SHOES IN

ALE

E. G. DOVEY & SON

Lace Curtains

For your consideration we wish to call your attention to our new line of Lace Curtains just opened up and without fear of contradiction we assert we have the cheapest line and handsomest patterns ever shown in the city. All new and the latest patterns.

Ecru Nottingham Curtains at 89c, 98c, \$1.25, \$1.50, \$2, \$2.50, up to \$5 pair.

The same in white at from 75c, 89c, 98c, \$1.25, \$1.50, \$2, and up to \$7 pair.

Fine line of patterns and styles in Cable Nets at \$1.50 to \$6.50 pair.

Net Curtains with Cluny Insertion in white ecru at \$4.00 to \$6.50 pair.

We offer our odd pairs Curtains at a big reduction. Odd Curtains of only one curtain of a pattern at half price. In Swiss and Curtain Nets we show a beautiful line of Scrimmings in new stencil designs at 25c.

For draperies, we are showing a new line of Art Denims, Cretonnes and Tapestries.

Shirt Waists



Beautiful new creations in tailored styles from \$1.00 to \$3.50. The famous new dells and Muisons Acorn brands Shirt Waists. Sizes made and cut on the latest models to fit in accordance with the newest ideas.

Embroidered Waists in tucked and lace trimmed at from \$1.00 to \$5.00.

E. G. DOVEY & SON

Two Piece Suits to Order \$25.00 Equal in Value to Most \$35 Suits

We guarantee good workmanship, good linings and a perfect fit.

Stylish Suits to Order \$25 to \$45.
Good Trousers to Order \$5. to \$12.

Next time you visit Omaha visit our store. It is a pleasure to show our goods. Don't buy ready made clothing.

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