

The Plattsmouth Journal

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R. A. BATES, PUBLISHER.

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The Omaha Bee has again begun its abuse of W. J. Bryan. This reminds us of the ant gnawing at the heels of the elephant.

After an effort of two years to make as big a man out of himself as his father before him, Victor Rosewater has given up the struggle as a failure.

A secess says that Rockefeller will go to heaven. Not unless it is established that oil has been struck and that he can get in on a pipe line and a rebate system.

"Going to swear off smoking, swear off drinking and swear off swearing on New Year's." Get out man; you've been saying that ever since you have been old enough to sin.

There is a movement on foot to have the various chairmen of committees selected in caucuses at the same time the speaker and chief clerk of the house are selected. This plan, we understand, is endorsed by Governor Shellenberger as well as Mr. Bryan. It may be all right but we seriously doubt if it will give entire satisfaction. The speaker, whoever he may be, may be glad to be relieved from such a responsibility as selecting the chairmen.

Governor Sheldon is in Mississippi looking after his plantations. The anxious lawyers who had hoped to be made judges by appointment are left here in their anxiety, and there is still one vacancy on the supreme bench. There is also a vacancy on the educational board which dates back to June. Apparently Sheldon is so disgruntled with his own record as an appointer that he will let these two places go until some time next summer, when he will wake up and find that Shellenberger has filled them. "A stitch in time saves nine," quoth the old reliable copy book. A stitch in time now by George Lawson Sheldon would save a couple of jobs to men who have done yeoman service as professional applicants in the past.—Nebraska State Capital.

The new year is upon us and now is the time to make new resolutions. Let us all resolve that in the future there shall be no "factions" in Plattsmouth. Remember that every improvement made enhances the value of all property in and surrounding our town. We should live as one big family, and we believe that few towns can show up a more progressive and intelligent family. We have as few "black sheep" in our place as any flock in the state. When there is discord in the family there is little progress. When there is a united pull there is little that we cannot accomplish. Envy, jealousy and hatred pull us all down. Envy is a canker that gnaws at the heart and makes one sour, disgruntled and unhappy. Jealousy makes one unfair in passing judgment. Hatred does not pay even from a sordid point of view. Let us all be friends and pull together and show our neighbors what a large and harmonious family can accomplish in building up a town.

Pollard Says Roosevelt is Wrong.

Congressman Pollard comes home and stops at Lincoln just for a minute to give out an interview, the text of which is:

"President Roosevelt is wrong. He has a wrong conception of what congress is standing for, or he would not have sent that last special message to congress."

Here is news that is news for the people of Nebraska. "Roosevelt is wrong." Pollard himself has said it. It is as plain as day now. Strange how people have been fooled in that man Roosevelt so long.

And Roosevelt has a "wrong conception of what congress stands for." Until this happy moment nobody suspected that the present congress stood for anything. It is a good thing that the apple worm cider-making pinhead who draws \$7,500 per year for representing this district, has hurried home with such important information. Otherwise Roosevelt might have deceived us all for several months longer.

Turn out the guard! Sound the alarm! Let the portcullis fall! Prime the hose cart. The country is in danger and we didn't know it. Roosevelt is still president, and there is no knowing what he may do. Only Pollard and Garlow stands between Nebraska and its pumice stone and liberty.—Nebraska State Capital (Republican.)

Now is the time to make new resolutions for the new year.

The "grouch" of the Republican can say of her, so that he keeps within the bounds of decency.

An exchange remarks: "Dead merchants make dead towns. Live merchants make live towns." How true!

Some people believe in tearing down home institutions to give the same privilege to some outsider. Is that right?

Mr. Bryan and Governor Shellenberger both favor the caucus plan of selecting the various committees for the legislature.

It is doubtful if there ever was a president left the White House so much hated as the present occupant of the place is hated by thousands of people.

As soon as the grand jury in Pittsburg has disposed of all the graft in the city council, the jurors should be asked to turn their attention to the "protective" tariff on steel.

The democrats should not be long in settling the chief clerkship as between Richmond and Cone. Both are well qualified. But it is probable a "dark horse" will come to the front ere the time and "sweep the platter."

No immunity baths will "go" this time in the Beef trust investigation in Chicago. Unless Judge Landis is careful the beef trust, Standard Oil Company and the railroads may persuade the United States to impeach him for his effrontery.

In the past two weeks two former republican papers have swung over on the democratic side—the Norfolk News and the Plainview News. These are both Nebraska papers and both have renounced republicanism in great shape, and have displayed wisdom in so doing, and several others are expecting to follow with the dawn of the new year.

The pin-head editor of the Weeping Water Republican comes out with a lengthy editorial this week in defense of his attack on Miss Foster. But Miss Foster is a lady and is filling the position of superintendent satisfactorily to the school workers of Cass county, and can stand all that.

Again old earth, her annual course has run, in her accustomed pathway around the sun. An another New Year is upon us. The Journal takes this opportunity to wish all its patrons, and in fact everybody, a Happy New Year and many happinesses, health and prosperity attend each and everyone.

If Mr. Roosevelt is using his great office as an instrument of persecution, his place in history will be so small that a high power microscope will not discover it. If Mr. Roosevelt is merely guilty of making use of extravagant phrases, he will be condemned as a public man and regretted as a president. On the other hand, if Mr. Pulitzer, as editor of the New York World, has used his newspaper unfairly, if he has given publicity to untrue statements, if he has willfully and persistently formed "libel on individuals" and blackened "the good name of the American people," he ought to, and will be, brought to account.

That the law against the killing of squirrels should be repealed, no one will doubt, when it is known how destructive they have become in certain sections of Nebraska. One farmer told us the other day that they had carried away fully fifty bushels of corn for him; another that the pests had completely ruined the top and cushions of a brand new carriage, which he purchased but a few months since. They are getting very bold and if something isn't done so that they can be thinned out in eastern Nebraska they will enter the homes of the farmers and become as much a pest there as rats and mice.

Did you turn over a new leaf?

Be sure that you keep that new resolution.

Let us all get together and stop knocking on one another.

Don't date it 1908 and more. You will be a year behind the times if you do.

"A burnt child dreads the fire." Remember this when you think of supporting a new electric light proposition.

"Home first—the world afterwards," should be the motto of every public spirited citizen. Begin the new year by adopting and sticking to this motto.

The Journal hopes that every citizen who has the interest of Plattsmouth at heart has resolved to do his duty in the way of assisting in building up home industries and will stick to it.

The new legislature will meet next Tuesday, and A. C. Shellenberger will be inaugurated governor on Thursday, which will be followed by the inaugural ball at night. The ball will be public to everybody.

Why His Advertising Did Not Pay

He adopted the policy of running down his competitors.

He did not make his advertisement interesting, attractive or convincing.

He was conscious of the superiority of what he had to sell, but did not know how to bring it to the attention of others effectively.

He did not know that a fatal reaction always follows deception.

He did not know how to write an advertisement that would "pull."

He did not know that a brief, graphic description, in a few short, pungent telling sentences that will attract and hold the attention, is more effective than a whole page of fine print, written in a loose-jointed, haphazard way.

His advertisements "pulled," but the effect was lost in bad handling afterwards; in careless, inefficient correspondence.

He never learned that many a good customer had been lost by a careless letter.

He did not follow up his advertisements until he got the ear of the public.

Begin the New Year Right.

If every merchant in Plattsmouth will turn over a new leaf and resolve to do more advertising during the year 1909, they will bring that much more trade to the town. This is the only way of beating the mail order houses out of a great deal of the business they are doing in Cass county.

Of course the mail order houses, with their pretty catalogues, their alluring prices and their persistency in going after business, will probably always be with us, and it cannot be doubted that the up-to-date establishments in a large city will always make hundreds of friends by their many schemes of procuring trade. But these can be met by the home merchant if they will only adopt the same system that they do—advertise, and keep constantly at it.

Some will say, "of course you would favor constant advertising because it will be money in your pocket." While this would be the case, at the same time it would help the merchant, help the town and bring hundreds of farmers here to trade, who will not come here now. In reference to this matter, let all who want to do the business of 1909, read and profit thereby:

It is also a fact that the home merchants are entitled to much of the business which goes out of town, or, rather, would be entitled to it, if they went after it the right way.

As a rule, the business men who make the most complaint because home people buy away from town are those who have the lightest advertising bills in the home paper.

The home merchant can supply a trade which the mail order house cannot encroach upon so long as his patrons knows that he carries certain lines of goods. But it is not uncommon for Plattsmouth people to see a brand of goods advertised in an out-of-town paper or magazine and straightway send for it, there having been nothing in the home paper to

give them an inkling that the same article is carried right here in Plattsmouth.

The merchant who has an up-to-date store in every other respect is often careless regarding his advertising. He will run his delivery wagon as a permanent institution, and run an ad whenever he chances to think of "something new" to advertise.

He will sweep his store and wash his windows and freshen his stock of goods on display every day, but will let his advertisement in the paper run without change for weeks, advertising valentines in April, Christmas cigars in February, and nice warm fittings in the middle of August.

If the wind blew down his sign, which probably 200 people see every day, he would keep the telephone hot until he got a man to repair it, but his sign in his home paper may drop out and some other man's sign be read in its place by 5,000 people every day, and it will not disturb him at all.

The mail order houses shrewdly takes advantage of the business man who does not advertise, and whose patrons are kept advised of the goods he carries and the buying opportunities he offers. Where the home merchant is keenly alive to the needs of his trade and their peculiar requirements, he has little to fear from out of town rivals, for he has the use of the columns of the home paper, an advantage for which the mail order houses would gladly exchange its expensive and often unsatisfactory catalogues.

STATE CLOSES IN ERB CASE.

Murder Trial at Media With Two Sisters at the Bar.

SELF DEFENSE PLEA IS MADE.

Details of the Killing of Pennsylvania Politician Is Told to Jury—Widow Collapses in Court and Is Carried From the Room.

Media, Pa., Jan. 2.—The commonwealth closed in the Erb case here. The defense opened by an address to the jury, contending that Mrs. Catherine Beisel shot her brother-in-law to death after a fierce struggle in self defense, during which she wrested the pistol from him. The defense argued that when Mrs. Beisel secured the revolver she shot rapidly and in the smoke did not know how far she was from Erb, who retreated toward his bedroom, receiving three of the bullets in his body.

The jury was also informed that "Erb had sought in every way to rid himself of his wife by making it most unpleasant for her at Red Gables when he was unable to bring charges that would sustain divorce proceedings."

Mrs. Erb collapsed and had to be carried from the room just before adjournment.

Mrs. Beisel will testify later after other witnesses have been examined.

BAIL FOR BEACH HARGIS.

Accused Slayer of His Father Will Go to Hot Springs.

Irvine, Ky., Jan. 2.—Beach Hargis, charged with the murder of his father, Judge James Hargis, was admitted



BEACH HARGIS.

to \$25,000 bail. The young man will go to Hot Springs, Ark., for treatment for rheumatism, after which he will stay in Irvine until his case again comes to trial at a special term of court.

Window Cleaning.

Anyone desiring window cleaning will do well to see me or leave orders at Wurl's store. Fred Bickford.

IT IS EASY

— TO USE —

JAPALAC!

6 COLORS!

USE IT FOR

Gas Pipes,	Tables,
Water Pipes,	Chairs,
Wire Screens,	Trunks,
Iron Fences,	Floors,
Refrigerators,	Chandeliers
Furniture,	Iron Brackets,
Shelving,	Linoleum,
Stairways,	Doors, Etc.

In Fact for Everything!

Gering & Co.

WINTER EXCURSIONS LOW RATES

WINTER TOURIST RATES:—Daily reduced rate excursions to California, Old Mexico, Southern and Cuban Resorts.

HOMESEEKERS' EXCURSIONS:—First and third Tuesdays of each month to many points west, south and southwest.

PERSONALLY CONDUCTED EXCURSION TO FLORIDA by Superintendent Public Instruction of Nebraska, Mr. J. L. McBrien, leaving Lincoln and Omaha December 19th. Write G. W. Bonnell, C. P. A., Lincoln, for itinerary.

GOVERNMENT IRRIGATED HOMESTEADS in the Big Horn Basin and Yellowstone Valley:—One of the last chances to secure good farms from the Government at low prices. Go with Mr. D. Clem Deaver on the next personally conducted excursion. He will help you secure one of these farms. No charge for his services. Excursions first and third Tues-



W. L. PICKETT, Ticket Agent, Plattsmouth

L. W. WAKELEY, G. P. A., Omaha.



Let Us Be Your Waiter

We never tire of helping others when they ask for good job printing. We can tickle the most exacting typographic appetite. People who have partaken of our excellent service come back for a second serving. Our prices are the most reasonable, too, and you can always depend on us giving your orders the most prompt and careful attention. Call at this office and look over our samples.

H. E. Warden's and Chas. Brandt's Combination

Public Sale!

Mr. Warden having decreased his farming operations more than one-half and having enough stock to farm a half section, must sell the surplus. Mr. Brandt moves to Custer county. They will sell at the Stone Farm House, on the Pollard farm, 1 1/2 miles south of Nehawka, on

Tuesday, January 12, '09

Commencing at 10 O'Clock Sharp:

22 Head of Good Horses, Mules and Colts—all home-grown and high-class, not a brand in the whole bunch, which includes the following: One bay mare, 7-years-old, weight 1500; one black mare, 6-years-old, in foal, weight 1500, service fee to follow; one bay mare, 10-years-old, weight 1400; span of black driving horses, 6 and 7 years old; span of bay Hambletonians, 3 and 4 years old; two bay colts, 2-years old; one black filly, coming 2-years old; one black filly, come 1-year old; one black mare colt, coming yearling; span mules, 11 and 13 years old, weight about 2400; three mare mules, coming 3-year old; one horse and one mare mule, coming 2-year old; one horse mule, coming yearlings; two sucking colts. Also, 5 Head of Cattle and Calves.

Good Farm Machinery!

A large stock of good farm machinery consisting of one good wagon with tight box; one low-down wagon with hay rack, one good top buggy, one one-seated sleigh, in good shape; one Minneapolis Binder, used two seasons, good as new, guaranteed to do the work; one St. Joseph combined lister, two walking cultivators, one Badger ridin' cultivator, one new Avery corn planter, half mile wire; two sets of farm harness, one 1-horse corn drill; a lot of good odd horse collars; one good Sterling 18-inch wheel disc.

Free Lunch Served at Noon!

Terms of Sale! Sums under \$10 cash. All sums above that a credit of 12 months will be given on bankable notes bearing 8 per cent interest. All property must be settled for before being removed from the premises.

**H. E. WARDEN,
CHAS. BRANDT,
Owners.**

COL. ROB'T WILKINSON, Auctioneer.
D. C. WEST, Clerk.