

# The Plattsmouth Journal.

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## LOCAL MERCHANTS ARE WAKING UP

### Three Live Firms Heed Journal's Plan to Help Business

For a long time past the Journal has been urging the business men to adopt the tactics of their competitors in the large cities and adopt the plans which they had taken, and hold sales to dispose of their surplus winter stocks. This action was taken for the welfare of the merchants themselves. They should realize that there is no profit to be made by them in carrying over winter stocks until next winter when styles change and they find themselves with a lot of worthless merchandise on their hands. It has been pointed out to them that it is far better to do away with profits and get their money out of the goods while they are staple than to let them go into storage for a period of some eight months before they can be used, tying up a large amount of capital which could be advantageously used in the spring and summer stocks. In some lines, it is true that the style does not cut any figure but the mere fact that for from six to eight months there is a large sum of money not working but absolutely lying idle, should convince any sound business man that it is to his advantage to move this stock, get his money out of it, and use it where it will bring him some profit.

Then there is another side to the proposition. These sales will present genuine bargains to the people. They will enable the public to obtain good merchandise or articles at a price which is within reach of their pocketbooks. In this manner the sale operates for the benefit of all. It would not be possible to do better than our local merchants do, in Omaha or elsewhere if this policy is adopted.

There are thousands of dollars every year sent out of this city and vicinity either to Omaha houses or to mail order concerns in Chicago, St. Louis and other cities which have no right to be sent away. If the local merchants wake up and realize that the big houses of the cities with their flaring three page ads are merely clearing up old stock and adopt the same tactics, they can stem this tide. Let them put their stock on the market at the close of the season, advertise it properly and let the people see they mean business and intend to get rid of the goods and they will do the business.

This has been the burden of the Journal's fight. It has sought to show the merchants of this city where they were losing trade by reason of a lack of aggressiveness and pluck. They must ginger up and get in the fight. Make their prices where they can get their capital out on the goods and get the winter goods off the counters. Spring is almost here now, and spring stocks are due to commence and in fact have commenced to arrive right now and this means that the winter goods must go now or be carried over until next fall.

The Journal's fight has not been made in vain. Several of the leading merchants of the city have seen changemakeceptletomwfytpaofwfy the point and are now starting these sales. M. Fanger who has been the leading merchant in these lines for several years, is in the field with a big pre-inventory sale. He announces through the columns of this pa-

per a genuine bargain sale. He realizes that it is not business for him to carry over stock for six or eight months and have a large sum of money tied up in goods. For this reason he wants to move the goods and he has made radical cuts in prices. In some cases he is actually losing money but he has the right business idea and that is to get his capital out of them. The public gets the benefit but he is benefitted by reason of having capital that he can use in his business in the future. It is to his credit that he has taken up the fight to keep Plattsmouth money at home and make such bargains that the people who have been in the habit of going away will find it to their advantage to stay here and spend their money with the local merchant who gives them full value for their dollars. This enterprising man says that he is willing for any patron to inspect his goods, compare them with other firms either here or abroad and if they are not satisfied in every way, he will make them so, this includes the price.

The other merchant is in a different line and he is one who realizes that it is folly to keep capital tied up in merchandise when it is needed in the line of business. To this end H. L. Asemissen & Son have announced a radical reduction in the price of stoves. These are articles which are needed in every household and are standard year in and year out. A glance at their advertisement will disclose that they have put the figures so low that it pays anyone to go and buy now. If the stove is not needed now, it will be next winter, and it will pay you to supply yourself with an excellent one while it can be had at rock bottom prices. That this cut is genuine, anyone who has priced the stoves in the past six months can tell. They are so low that anyone cannot fail to see that Omaha nor anywhere else can beat the prices: if you will want a stove next winter, now is the time to get it. Asemissen & Son have been enterprising ever since they came to Plattsmouth and they are merely carrying out their business methods today when they put their hardware on the market at prices which defy competition.

There is already a harbinger of spring in the market in the person of E. A. Wurl who announces a spring sale already. This is his "White Week Sale." He announces the arrival of his spring stock of white goods and their sale at prices which will not be beaten later by any firm. His sale is not a pre-inventory sale but one of the genuine spring variety. He wants every lady who contemplates buying white goods to come in and give him a call, examine the goods and study the prices which he will make. This sale is a live one and continues one week.

Here then are three Plattsmouth merchants who are going after business and who mean to get it. If the people want to keep live merchants here, the thing to do it to patronize them. They are not out to rob anyone—far from it, they want to realize on their goods and they are making the prices which will do it. Remember them and give them your patronage.

#### For Child Saving.

Rev. A. A. Martin of Lincoln, superintendent for the Lincoln district of the Nebraska Children's Home Society, has been in the city since Tuesday last looking after the interests of the society. He departed this morning for Omaha where the headquarters of the society are located in the Brown block. Rev. Martin is a new appointee in the superintendency, just having lately arrived at Lincoln from Wisconsin. He denies that he brought the spell of wintery weather with him however. The object of the Nebraska society is to procure homes for children directly in private families as it does not maintain a home. It has placed one thousand children in good homes during the period it has been in existence, all of whom have been located where the society could maintain a constant supervi-

lon over them. One of the cardinal rules of the society is that all children under eight years of age must be legally adopted by the parties taking them, and in all cases regardless of age, the society exercises a general supervision over their raising until they become of age. In this way bad influences may be guarded against and the right moral training given the child. The society has accomplished a great work in this state and is constantly growing in influence as its good deeds become better known. Rev. Martin takes a deep interest in the progress of the work and bids fair to make the society one of its best superintendents.

Justus Lillie is spending the afternoon at Omaha where he had business matters to look after, being a passenger for that city on the mail train at noon.

## CANNOT CUT ICE

### Water Backs Over Ice This Morning and Stops Work

From Friday's Daily.  
Last night was not so cold as the two preceding nights, the thermometer only reaching to some five or six degrees above zero but still it was not such weather as could be called tropical. This morning several of the local icemen who were laying in their supply for local consumption started to cutting ice but were soon compelled to suspend operations as the water backed up over the ice and put them out of business. This was caused by the river closing below the city and backing up. For this reason it is probable ice of any quantity will not be cut for several days.

Col. Henry C. McMaken of the firm of McMaken & Sons, the leading ice dealers, this morning stated that it was not their intention to cut any ice before the first of next week at the earliest. At present the ice is not thick enough to pay to cut in his opinion. His firm had no doubt but there would be a sufficient crop later and as this was the case his firm did not care to put up ice measuring but seven inches in thickness.

From this it can be seen that the ice prospect for next summer is a good one as the local dealers are awake and watching the condition of the ice and there will be nothing but the best put up.

The backbone of the cold wave seems to have been broken throughout the northwest as weather reports this morning indicates general clearing weather and higher temperatures in that section. The weather bureau predicts threatening weather with probable snow for Saturday and in the west portion on Friday with colder weather Saturday. All over the country the cold snap was productive of fires. Every city, town and hamlet reported its quota, Chicago having 114 alarms in twenty-four hours, in zero temperature, a hard and bitter experience. The Washington forecast states that the cold wave extends over the entire country with snow as an accompaniment. The wave had lost some of its force in the eastward movement on account of high northeastern winds. The wave was centered last night in Ontario. There will be no material change in the low temperatures. From Virginia northward the conditions warrant snow in the Atlantic coast states with continued low temperatures.

The Pacific coast sends reports of snows in Oregon and Washington, Tacoma reporting snowfall of seven inches and still coming down, an unusual condition far that country.

#### Colonel Bates in Poetry.

Col. A. L. Bixby in his "Daily Drift" column of the State Journal this morning pays due respect to Col. M. A. Bates, representative from Otoe and Cass counties, in poetry which shows that he appreciates the representative just as his constituents do. The poem in question is reproduced for the benefit of the Journal readers:

Ah, there's a man who makes me smile—  
A statesman in a silken tile;  
I look to see his name on file—  
That's Bates.

He walks with dignity of tread,  
As one well-feeling and well-bred,  
With steady step and level head;  
That's Bates.

Prince Albert of the latest cut,  
A solid came from tip to butt;  
Let me remark he is no mutt—  
That's Bates.

I can see him walk along the street  
With steady tread and well shod feet,  
And I remark to those I meet,  
That's Bates.

To neither flatter nor offend  
I want to say if there's a friend  
On whom a fellow can depend,  
That's Bates.

If now a friend should write me:  
"Pray  
Who can we tie to anyway?"  
I wouldn't hesitate to say,  
"It's Bates."

Paul F. Budig with a case of Denver Specials, boarded the mail train at noon for Omaha where he will visit the cigar men of that city and extoll the merits of his products.

#### Talking of Other Days.

Charley Miller of near Thurman, Iowa, was in town Wednesday evening, having been out to Eagle on business and a late train gave him several hours stop-over here. He was a welcome caller at this office and we had the pleasure of playing over again our baseball games of twenty-five years ago when we and other "phenoms" like Jim Patterson, Kelley Fox, Chet Smith, Tap Lacy, Morris O'Rourke, Charley Duke and others, were hustlers on the diamond. In these days Mr. Miller answered to the name of "Whitley" because his hair wasn't red, and we answered to "Red" because our hair wasn't white. How we'd like to mix in the game again with all the boys of the days when H. M. Bushnell umpired some of the games and Johnny Cutright was a thirty-third degree "rooter."—Union Ledger.

## TIDD DOES NOT KNOW

### Disposition of News Plant an Unknown Problem

From Friday's Daily.  
There were no new developments in the News ownership matter today aside from the confirmation of the sale of the plant to Congressman Pollard yesterday by the Court. Attorney A. L. Tidd who represents Mr. Pollard stated this afternoon that he had no definite orders from the congressman as to the disposition of the plant and that he had not had time to give the matter much consideration so far. He stated that it was more than probable that the plant would be put in shape and sold at private sale to some responsible newspaper man but on this point he was not sure. He (Mr. Tidd) would hold a consultation with Judge J. E. Douglass, the trustee, and at present handling the paper and Mr. Waters, the foreman in charge of the plant, and would then outline the plan of action to be followed until the plant was disposed of or until Congressman Pollard had determined what he wanted to do with it. Mr. Tidd was not in a position to state who would be placed in charge in the event Congressman Pollard retained control but he intended to look around and select someone to place in the plant pending final action. He hoped to be able to do this by the first of next week in time for the regular issues of the semi-weekly but he did not know whom he would select. He wanted it understood that he himself, did not contemplate handling any of the newspaper business as his legal practice precluded his giving any time to it.

No one else interviewed seemed to have any idea as to what will be done with the plant nor as to what will be required to make it pan out and pay. So far as can be learned most of the newspaper men who have looked the plant over hesitate to take it as the expense of refitting it is generally considered as high and as requiring too much of an investment for what there is in it. As Mr. Tidd outlines above however, it is probable someone will take charge next week for Congressman Pollard and that the publication of the semi-weekly will continue as heretofore. It is not likely that the publication of the daily will be commenced at present at least.

#### Potatoes in January.

From Friday's Daily.  
Mrs. J. E. Leesley of this city who has been visiting with her daughter, Mrs. W. A. Ingalls, at Arkansas City, Kas., has written home a story that seems big to the inhabitants of this frost-stricken region but which is nevertheless true. She says they have never dug their potatoes down there but have left them in the ground and whenever they want potatoes for dinner, they go out and dig them. It would be a far cry to imagine leaving potatoes in the ground in this country and trying to dig them out in January and if the present cold snap reached as far as Arkansas City it is pretty safe to say that the potatoes they will dig up this morning will not be worth a whole lot for eating purposes.

Mrs. Peter Delhon of Kenosha, Wis., who has been spending the holiday season in the city with her parents A. Kanka and wife, departed this noon on the mail train for her home. She was accompanied as far as Omaha by her sister Miss Anna Kanka.

## PLATTE MUTUAL INSURANCE CO.

### Meet and Elects Officers--Report of Secretary Shows Flattering State of Affairs

From Saturday's Daily.

The stockholders of the Platte Mutual Insurance Company held their annual meeting this morning for the election of officers for the ensuing year and for the purpose of hearing the report of the officers of the organization. They were much pleased to find the affairs of the corporation for the past year had been conducted in most excellent shape and that the reports showed a most splendid condition of company affairs. The policy holders were very well represented there being 623 out of a total of 720 policy holders at the meeting either in person or by proxy.

The annual election which was one of the principal objects of the meeting resulted in the following officials being chosen unanimously:

President, W. J. White.  
Vice President, H. M. Soennichsen.  
Secretary Henry R. Gering.  
Treasurer, C. A. Marshall.  
Directors, W. J. White, Henry R. Gering.  
Executive Committee, D. O. Dwyer, H. M. Soennichsen, W. J. White.

The annual statement which was prepared and which was submitted to the meeting for approval contained many items of interest, some of which are reproduced. The income during the year was \$2,220.05. The expenses were \$1,869.26 of which \$567 covered the losses and \$328.64 covered premiums returned on policies cancelled. The total ledger assets are \$3,574.44 as against \$3,223.65 last year. The non-ledger assets are \$105 and the gross assets are \$3,679.44.

The non-ledger liabilities are \$1,358.62. The total insurance in force at the end of the year is \$525,228.00 as against \$444,385.34 last year a handsome increase in business.

The amount of the largest risk is \$2,000. The total losses for the year were \$567 of which \$505 was from fire and \$62 from lightning. The rate charged by the company is stated to be one-half the old line companies' rates, for joint fire and lightning risks. The company pays 25 per cent commission to the agent and 75 per cent goes to the treasury of the first assessment and all of subsequent assessments. The annual statement is in the prescribed form for the insurance commissioner and makes an excellent showing for this well established company. It speaks volumes for the manner in which the business has been handled and shows safe, wise and conservative management.

Secretary Henry R. Gering has made a report to the company showing in detail the operations of his office for the past year and it is well worth perusal by all those who carry insurance. It shows that he is a level headed and conservative

#### Both Claim the Property.

Judge Archer this afternoon had an interesting replevin case set down for hearing before him in the shape of a case brought by Mike Rys against the firm of Smith & Smith. Rys claimed to be the owner of some belting, pulleys and like articles which were contained in a building which the firm recently purchased of Ed. Fitzgerald. It stands on Vine street between Sixth and Seventh streets. He sought to replevin the articles. In their answer which was filed by Attorney A. L. Tidd, the defendants claimed that the articles were attached to the building and were a part thereof and that they had possession of the same under a warranty deed from Fitzgerald and his wife and that Rys was not entitled to the possession as the things in question were bolted to the building. It was a matter of proof as to who really owned the articles and the case was set down for trial at two o'clock. An attempt to get the court by telephone and find out the termination of the matter just before going to press but failed.

Pocket books—Gering & Co.

man, just the kind needed for the position to which the company has assigned him and it demonstrates that he is fully alive and awake to the needs of the organization. His report is printed below.

Taken all in all it is a matter of congratulation to the people of this city that they have a local insurance company which can present so excellent a showing. It is a company which deserves the confidence of every man in the city who carries insurance and it should merit a continuance of the prosperity which has followed it the past few years.

Mr. Gering's report is as follows: TO THE STOCKHOLDERS OF THE PLATTE MUTUAL INSURANCE CO.

Gentlemen:  
It is with the greatest pleasure I submit to you my annual statement of the Platte Mutual Insurance Company, and will say that the conditions are such that we have made an increase of 19 per cent over the previous year.

The increase in our cash holdings for each \$1,000 of insurance in force is larger than any old line insurance company doing business in the state of Nebraska, or for that matter in the United States, which is \$7.00 for every \$1,000.00 in force.

We now have 750 policies in force with \$525,228.00 of insurance in force. We have \$2,000.00 loaned out on first mortgage, and have \$1,574.44 deposited in the bank drawing interest.

There is no money in the hands of the secretary, all money being in the hands of the treasurer.

Another thing that points especially is the low cost and expense. Our entire expenses for stationery, printing, advertising, etc., for the entire year was \$46.90; commissions paid to agents was \$440.22; commission paid secretary, policy fees was \$360.00; amount paid treasurer was \$22.50; the amount the board of directors was \$126.00; amount paid Searle, state auditor, was \$10.00 for the examinations as required by law; \$328.64 was paid for return premiums; state auditor \$1.50; and notary fees \$0.50.

There is not a dollar of outstanding indebtedness, unpaid loss, or unpaid claim, and this is certainly a point. The Platte Mutual Insurance Company not only stands in the front ranks of mutual insurance companies, but likewise any insurance company.

The secretary wishes to personally thank the board of directors for the interest they have taken, and especially the president, Mr. W. J. White, and Dr. C. A. Marshall as treasurer.

Respectfully submitted,  
Henry R. Gering,  
Sec. Platte Mutual Insurance Co.

#### Still Checking Books.

The county commissioners are still engaged in the process of checking up the county officers and today are engaged in going over the books of the sheriff and district clerk. They have completed their check of the books of the County Clerk and County Judge in addition to those of Register of Deeds Schneider. They found the books of Judge Beeson and Clerk Rosencrans in excellent shape and worthy of the highest praise. After they finish the work of checking the Sheriff and Clerk of the Court they will take up the books of the County Treasurer which will take them some days longer. Commissioners Friedrich and Switzer are doing the work.

#### Homer's Bad Break.

Homer Foster, who was convicted of having robbed Lawrence Smith, and who appealed to the supreme court from the district court of Cass county, is confronted with the brief of the state, filed yesterday in supreme court, and wherein his plea that no certified copy of the information was served on him is confronted with the statement that the plea of not guilty deprives the defendant of all such rights in appeal.—Lincoln Star.