THE PLATTSMOUTH JOURNAL -- THIRTIETH ANNIVERSARY EDITION.

Avoca, one of the most prosperous little towns in Cass or Otoe counties, is located hear the southern line of the county and fifteen miles west of the Missouri river. and two miles from the Otoe county line. In the location of Avoca, or about the time the Missouri Pacific railroad was completed through the town, great hopes of securing a line of the Wabash Railroad were entertained. The route had been surveyed and had been much talked direct to Avoca, where for several of for several years. It was desyears he worked on a farm in the tined to cross the Missouri Pacific at this point and a big town was exwinter, until 1895, when he was pected. The town was platted for Amos Tefft, the first settler and owner of the land. The town promised great things, and in a very few months eight store rooms were Dunkak has an excellent family erected. The postoffice was esand owns a new and up-to-date tablished in 1857, with S. J. Carr. home in this village. Mr. Dunkak postmaster, the office being at that time located about two miles east is a member of the I. O. O. F. in of the present town. Amos Tefft was which order he takes a great interest. appointed postmaster after the office was removed to the village. At

the time the town was laid out the best land could be bought for \$15 and \$20 per acre. That same soil day of September, 1885. He came cannot be bought now for less than here with his parents, Mr. and Mrs. Henry Maseman, when only eight \$90 and \$125 per acre. From the years of age and you might say was date of its inciplencey Avoca has always been a good business point, reared upon his father's farm, adand today is one of the best stock joining Avoca. He received a common school education and attended and grain markets in the ocunty. All lines of trade are represented the Lincoln Business College for several months. here and the merchants are all

prosperous and happy, seemingly Arends & Sons at the village of Elmcontented with their lot. Avoca has wood. He was united in marriage charms peculiar to itself. Nature has done much to make this so, and with Miss Minnie Mohr, of Syracuse, no one can long remain here and on the 11th day of January, 1909, and started in life under the most not be impressed with a feeling of reverence and relief for the great favorable prospects for a long, happy artist of the beautiful. The loca- and useful career. A very essential branch of busition and general surroundings are

simply grand, so much so, that one ness in the up-building of a town or is impressed with the many elegant city, and for public and private convenience is a well stocked up-to-date homes, shady streets and well kept hardware and furniture house and it lawns. All modern and up-to-date can be said to the credit of Messrs homes, with a sublime appearance. Dunkak & Maseman that Avoca is The citizens of Avoca are of that fully equipped in this respect. This friendly, kind and courteous class firm carries a larger stock of hardthat one likes to meet and mingle ware, stoves, and furniture than any with. The little town does not firm of any town double the size of greet you upon entrance with vain, Avoca in the state of Nebraska. The unsightly, pretentious blocks of bussecond floor of their building is iness houses such as one sees in the filled with a new line of furniture. cities, where men slave their lives away, seeking the dollar-the god In this department they carry a of day-unmindful of the fact that full and complete line of plain and they owe something to their fami- fancy furniture, undertaking, wood goods, cloth and burial robes. They lies and the world, but her business houses will compare favorably with take charge of funerals, from crepe those of any towns of its size in to flowers and assist in the last Nebraska and the stores are up-to- sad rites in laying away the depart-

date in every respect. Avoca is right ed ones from earth. In connection with their other dein the midst of the finest agriculpartments, they have a harness and tural and stock raising country in saddlery department, where can be the west, and those who have tilled

# THE VILLAGE OF AVOCA

## A Brief Historical Sketch of One of Cass County's Thriving Little Towns---Brief Biographical Sketches

Gus F. Mohr, Saloon.

summer and clerked in a store in ty on May 3, 1878, where he was born near Atlanta, Illinois, Novemborn and reared on a farm and where ber 15, 1876, and came to Nebraspermanant business, until he moved he remained until 1905, when he ka City with his parents in 1877, to town to assume his duties as a went to Berlin and began tending From there they removed to a farm member of the above firm. Mr. bar for Louis Wulf. He was in the near Dunbar, thence to Cook, Neb., employ of Mr. Wulf for one year, and where his parents still live. The subthen went back to the farm, where ject of this sketch graduated from he remained until the following July. the Cook High school in 1896, then In 1906, he was united in marriage entered the drug store of O. F. Harwith Miss Agnes Swartzman, making lan at that place, and remained until their home with Mr. Mohr's par- 1901, when he purchased the drug ents, until 1908, when he came to stock of Mr. George H. Betz, at Mason county, Illinois on the 15th Avoca, and in connection with Amel Avoca, and where he has enjoyed a Amande, of Syracuse, opened a sa- successful business ever since, loon. This partnership continued Mr. Copes was united in marriage in stock the very finest brands of other's love.

George D. Maseman, the junior

He clerked for one year for J. H.

liquors, cigars and the finest beer on Mr. Copes' old store room becom- yard. draught and bottled, on the market, ing inadequate to accomodate his About seven months since, Mr. Mr. Mohr is a very quiet and unas- growing trade and increasing stock. Busch bought Mr. Johnson's interests suming young man, and it can be a new building was erected especial- and is now "going it alone," said, to his credit, that he keeps an ly for his business. The same is 22 The stocks carried by Mr. Busch up-to-date saloon in every respect in by 60 with all modern improvements, consists of the very best qualities of neatness and order. Gus Mohr is with new furniture, etc. Here his hard and soft pine lumber, doors, one of those genial fellows you stock shows to a good advantage, lime, cement and in fact all kinds of don't meet every day, and by his and in the arrangement of his goods, building material. Mr. Busch is a souri State Fair, Sedalia; American gentlemanly qualities has won the we can say Mr. Copes can boast of splendid business man, and being well Royal, Kansas City, Mo.; Otoe Breedconfidence and respect of all who have having one of the prettiest establish- acquainted with the people and ter- ers' Association, Nebraska City, and the pleasure of his acquaintance, and ments of its character in the state. ritory tributary to Avoca, does a big the International Exposition, Chithe people are happy in knowing that Here can be found everything us- business. His prices are as low as cago, they can boast of having such a ually found in a drug store, includ- those of his competitors of the neargentleman to run their saloon.



Ora E. Copes, Druggist.

Mr. Mohr was born in Otoe coun- The above named gentleman was

Gillin is active and quick to grasp the business situation.

The two gentlemen are very popular with all classes.

merchandise usually kept in a gener- stock shows and stock fairs on the al merchandise store. The stock is circuit in 1908, exhibiting at the carefully selected to meet the require- Iowa State Fair, Des Moines; Nements of the people of Avoca and the surrounding country and is kept at its State Fair and Exposition at Denbest at all times. Modern goods and close prices being kept always in mind.

John Busch, Lumber Dealer. Avoca can boast of one of the most

complete and up-to-date lumber vards in Cass or Otoe counties. John until the first of May of this year, with Miss D. Cecil Young, of Cook, Busch, the present proprietor, was when Mr. Mohr purchased Mr. and while no children are living to reared in North Branch precinct, Otoe Amande's interest and continues the bless this union, they are happy and county, and came to Avoca nearly two business at the old stand, carrying contented in the possession of each years ago, and in connection with Mr. Sam, Johnson, bought the lumber

man to deal with. The farmers, as a tion

### This is the oldest mercantile establishment in Avoca, and the best rounding the town. Mr. B. C. Marquardt, the senior member of the firm, was born in Germany and came to the United States 40 years ago. to Fremont, Nebraska, where he re- awarded them on the best female of

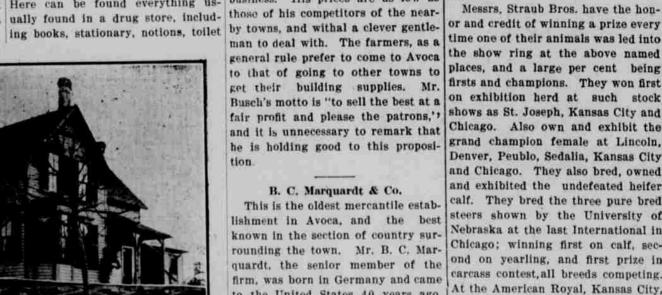
shown at Castle Douglas, Scotland. He was also first prize winner at the International, Chicago, as a twoyear-old. Today Straub Bros. have at the head of their herd Captain Tarbroech, who stood at the top of the yearling class where there were over one hundred entered at the Castle Douglas bull show in Scotland, in 1907, won first and Junior Champion at the International, Chicago, same year. He is the undefeated two-yearold of the 1908 show circuit.

Recognizing the show ring as one of the best possible means of bringing a good herd before the general public, Straub Bros. exhibited a full The store comprises all sorts of show herd at some of the biggest braska State Fair, Lincoln; Interver; Colorado State Fair at Pueblo; Interstate Fair, St. Joseph, Mo.; Illinois State Fair, Springfield; Mis-



HON. V. W. STRAUB

Messrs, Straub Bros, have the hontime one of their animals was led into general rule prefer to come to Avoca the show ring at the above named to that of going to other towns to places, and a large per cent being get their building supplies. Mr. firsts and champions. They won first Busch's motto is "to sell the best at a on exhibition herd at such stock fair profit and please the patrons,'; shows as St. Joseph, Kansas City and and it is unnecessary to remark that Chicago. Also own and exhibit the he is holding good to this proposi- grand champion female at Lincoln. Denver, Peublo, Sedalia, Kansas City and Chicago. They also bred, owned and exhibited the undefeated heifer calf. They bred the three pure bred steers shown by the University of known in the section of country sur- Nebraska at the last International in Chicago: winning first on calf, second on yearling, and first prize in carcass contest, all breeds competing. At the American Royal, Kansas City, He lived in Freeport, Illinois, for six a souvenir cup was won on best fityears and moved from that town ted herd. At Nebraska City a cup way



bought all such supplies as cheap as the soil for the past twenty-five years, and came here poor men can at any place on earth. The beauty now count their wealth by the thous- of it is, they have in their employ, ands of dollars, and are indifferent Mr. W. H. Hill, of Seward, Neb., who is a splendd workman and to the outside world.

Avoca boasts of a good graded makes all the harness by hand which school, one of the most substantial insures every plece to be just as rebanks in the county, two large grain presented. On the 5th day of November, elevators, municipal acetyline gas Wellensiek is secretary. Two large and well equipped general stores Graham, deceased, and by being af- fied with it. supply the demands of the territory fable with everybody, and being tributary to the town in that line, first-class business men, they have gregating \$15,000 the bank is fully One of the largest hardware and built up , a trade they should be capable of handling all legtimate busifurniture stores in western Cass is proud of, and no doubt are. Their ness which may come its way. In as located here, where the housekeeper store is a model of neatness in every small a place as Avoca one would Avoca which is a most popular trading associated with the elder Marquardt is supplied with everything from a particular, having "a place for every- hardly expect to find very large per- place for the town and farmers in the baby carriage to the finest bed room thing and everything in its suits and ranges, rugs, etc. Also place," and the people can has over \$115,000 on deposit as an here can be found one good lumber see nearly on first sight, what they average. want without asking. Avoca people yard, that supplies the demand of the people, flour and feed store, one excellent hotel, one doctor, one law- feel a pride in supporting this firm, and H. G. Wellensiek, cashier. yer, confectionery, two implement for they are enterprising in their efhouses, one of the neatest drug forts to please. stores in the county, one jeweler, two barber shops, one meat market. J. M. McFarland, Contractor.

one livery barn, one blacksmith shop ,two contractors, one well regulated saloon, one paint shop, one telephone exchange and about 350 well contented and happy citizens. tion being that of carpenter and con- which may arise at any time. He is the interest of Mr. Steffens in the Ministerally speaking, the commun- tractor. Many of the residences of well liked in the community and store. tional and Christian churches-who have very fair edifices here, with a year round. The people know that utary to Avoca and is constantly 4 years of which have been in Cass The Odd Fellows and Modern Wood- well as his record can be depended the banking office. men have each a large membership, upon in the construction and planand are prospering nicely. The cit- ning of new buildings, and is sought izens of Avoca are very social, as by those who contemplate the erecthe number of social societies in tion of a new store house or new resvogue here will bear evidence. Take idence or barn. Mr. McFarland is It all in all, this village is a pleas- married and owns a comfortable ant place in which to reside and no home, one need look for a more pleasant

class of citizens among whom to resaw that there was one branch of side, because they will make a dis- trade not represented in Avoca that mal failure in an effort to do so. was very much needed-a flour and Following will be found a few of feed store-and opened up an esthe prominent, energetic and enter- tablishment of this character. The prising firms of this live little town, people appreciate his enterprise in who have contributed their mite in this direction from which can be obassisting the Journal in the publica- tained any and everything kept in tion of this anniversary edition:

#### Dunkak & Maseman,

Some time since Mr. McFarland

stock by such an establishmentflour, bran, corn meal, chops, etc.

Mrs. McFarland superintends this Louis F. Dunkak, senior mem- branch of the business while her husher of the firm of Dunkak & Mase- band is occupied with his carpenter man, who have the only hardware work. So far the business has proved and furniture store in Avoca, was very good, and in the future he exborn in. Hanover, Germany, 39 pects to branch out on a larger scale. years ago. He came to America Mr. and Mrs. McFarland are excelwhen only 14 years old, landing in lent people and have the respect and New York City, where he remained confidence of the people of Avoca one year. From which city he came and surrounding country.

#### RESIDENCE OF FRED RUHGE

articles, wall paper, cigars, etc. Mr. The Bank of Avoca. This institution is a state bank Copes is up-to-date in all drug store 1907, Messrs Dunkak & Maseman and a very prosperous one. Either appliances, and being a genial, enter-C, Zimmerer is president, and H, G. purchased their present business as officers or stock-holders some of prising citizen, has hosts of friends from the heirs of the late Joseph the leading men of Avoca are identi- in Avoca and the surrounding country who wish him continued suc-

With a capital and surplus ag- cess.

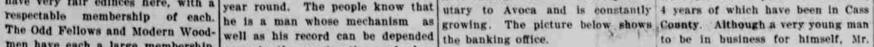
This firm has a general store in sonal deposits, yet the Bank of Avoca vicinity.

The officers are V. W. Straub, pre- in that county, attending the country provided with reputable tradesmen and the surrounding country should sident; Henry Wohlers, vice president school, and in the fall of 1896 went than Avoca and it is a growing little to the Lincoln Normal University, place.

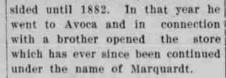
The last named gentleman has taking a business course and graduatbeen with the bank for the past two ed. He made Otoe County his home years and has the active management until 1902 when, in company with D. of it. Steffens, bought a stock of merchan-

County 24 years ago, his former as a competitor for the business of The subject of this sketch came home being Syracuse. Mr. Wellen- the town and the country. to Avoca in its infancy days, and has siek is a well trained business man He was highly successful. October

ity is guided as to their spiritual this vicinity stand as fair specimens takes a prominent part in the af- Mr.Gillin was born in St. Joseph, welfare by two pastors-Congrega- of his splendid workanship. That is fairs of the town. The bank's busi- Mo., in 1887, being 21 years of age. the reason Mr. McFarland is busy the ness extends over the territory trib- He has lived 14 years in Nebraska,



Zimmerer & Gillin.



The store is known as a place where every thing sold is exactly represented to be what it is and no one connected with the establishment is allowed to tell anything but the straight fact concerning all merchandise. The stock includes dry goods, groceries, clothing, boots, shoes; etc., and every thing is of the best quality in every department.

Mr. L. J. Marquardt, a nephew is in the management of the store and this gentleman also enjoys the esteem Jos. C. Zimmerer was born in Otoe of all in the community.

County in 1877 and was brought up No town in the county is better

#### Straub Bros.

Situated near Avoca, Neb., is the Mr. Wellensiek was born in Otoe dise and entered the business field fine stock farm of Straub Bros., who for years have made a specialty of breeding fine cattle, paying direct attention to the celebrated Galloways, resided here ever since, his avoca- fully able to meet any exigency 1st, 1908, Mr. W. L. Gillin bought a herd of which they established over twenty years ago, the foundation of their herd being imported direct from Scotland, arriving at their farm in April, 1887. From the very beginning the purchased cattle have demonstrated plenty of scale and has proven. This herd had for its | (3828) by Scotland Booster, (669), one of the greatest sires of the breed. They have continued adding to their herd from time to time by purchasing top-notchers in various sales of importance. In Chicago in 1902, they bought the top of all offerings, when they purchased the great show and breeding bull, Grand Scatther.

This animal was a success as a sire in the herd of Thomas Biggs, of Scotland, who was the foreign judgeat the International that year. At

this sale they also purchased a twoyear-old International prize winning bull and four choice heifers, all bred one among them. by the best breeders in Scotland.

In 1904 they bought Scottish Standard of Durhamhill, whose sire was champion of both continents. Fair. Also sire of Junior Sweep-

was voted to Straub Bros. by the board of directors for having a meritorious exhibit of cattle. Buyers will always find good cattle for ale at reasonable prices, and can select

from twenty different families, including the best to be found in America, Canada and Scotland. Mr. V. W. Straub of the above firm is president of the American Galloway Breeders Association and president of the Bank of Avoca, Avoca is located on the M. P. railroad, about forty miles south of Omaha. It will pay all fine cattle breeders to visit the Straub Bros. at their stock

farm, near Avoca, if they want the best cattle in the land, and inspect this herd. If it is impossible to make them a personal visit, write them for further particulars.

#### Dr. J. W. Brendel.

Dr. Brendel was born at Big Springs, Boone County, Indiana, in the year of 1880, and came to Nebraska with his parents, Dr. and Mrs. B. F. Brendel, in 1883, locating at Murray, where his father has since practiced medicine. The subject of this sketch commenced the study of his chosen profession in 1897 at the Lincoln Medical College, finishing the course in 1901, staying with his father during his vacations. Dr. Brendel took Post Graduate course in the Chicago Chemical College in the year of 1904. He quality, as the showing in late years in the state, starting at Avoca at the foundation sire Dalkieth, 9634, been there ever since, meeting with phenomenal success from the very start. In 1907, he was united in marriage with Miss Minnie Marquardt, a young lady who was reared in the vicinity, and is known for her most charming manners and excellent qualities. Dr. Brendel is very attentive to his patients, and being a young man of sterling qualities has won for himself an enviable reputation, both as a citizen and a physician.

There are no better men anywhere than Dr. J. W. Brendel, and the people of Avoca are proud that he is

#### Extra Copies, 10c Each.

Extra copies of this issue of the His dam, the gold medal cow, Louise Plattsmouth Journal's thirtleth an-2nd of Durhamhill. He himself won niversary edition may be secured at Sweepstakes at the Nebraska State this office. Price 10 cents each. Secure a number of extra copies stakes, female, at the same place in and mail them to your friends. This 1907. They have used Morio of Cas- is the most complete write-up ever tlemilk, who was so successfully made of Cass county.



BANK OF AVOCA'S BUILDING