

Plattsmouth State Bank. He is a graduate of the Plattsmouth high school and also graduated from one of the best business colleges in the west. A few months since Paul conceived the idea of establishing a lumber yard at Cedar Creek and put in a stock of all grades of lumber, together with all other kinds of building material. His finest grades of lumber are all under shed and in fine shape. From the very start Mr. Roberts has made a success of the business, and his trade has reached out further than ever realized. Everything in the building material line can be purchased as cheap of the Cedar Creek Lumber Company as such articles can be purchased at any other yard in Cass county. Paul is a young man of excellent business qualities, and by his gentlemanly deportment has made hosts of friends in Cedar Creek and the country tributary thereto. Being of that nature to make friends, Paul's trade cannot help but increase as time goes on.

**A. Kaufmann & Daughter.**

On the first day of November, 1907, the above firm opened a stock of general merchandise in the building owned by George Sayles, deceased, in Cedar Creek. The store is under the direct management of the daughter, Miss Marie Kaufmann. The family came to America from Switzerland, where the subject of this sketch was born in 1882. They formerly resided in this vicinity, but after a few years removed to the west part of Nebraska, where they resided for some time. Miss Kaufmann is a graduate of the Omaha Commercial College; also, a graduate of the Fremont Normal, and received her diploma from a German school (medicine and nursing) at Milwaukee, Wis., with the predilectory of "Excellence."



At this establishment can be found any and everything usually obtained in a general merchandise store; such as dry goods, groceries, shoes, notions and all articles usually sold in such an establishment. The stock is kept with that neatness characteristic of one who understands the business. Miss Kaufmann, by her many excellent qualities and keeping up with the times in the selection of her goods, has won many friends and a large trade in the country tributary to Cedar Creek. This young lady is now postmistress of the pleasant little village, having been appointed to this position several months since. The office is located in the Kaufmann store, and while the duties of the office are new to Miss Marie, it is already predicted that she will prove the best official the town has ever had. Miss Kaufmann deserves great credit for her energy and success in building up a trade that speaks loud in her praise personally.

**Chris. Metzger.**

One of the most popular young men in Cass county is Chris E. Metzger, of Eight Mile Grove precinct, who at present resides with his

mother, Mrs. Mary Metzger, near Cedar Creek, where the subject of this sketch first saw the light of day. His mother and father came to Cass county at an early period in its history, and were successful in becoming one of the wealthy families of the county.

The father died several years since and Chris being the youngest of the boys remains at home with his



mother to look after matters on the farm. Two years ago Mr. Metzger was induced to accept the nomination for clerk of the district court on the democratic ticket. After making the campaign against the present incumbent, who is one of the greatest political schemers Cass county ever possessed and in a county with 400 republican majority against him, he came out with only a few votes behind his opponent. Mr. Metzger is a graduate from the Plattsmouth high school and also a graduate from the State University. Chris Metzger is a model young man, in every way you take him, and is well fitted for any position in life that he may be placed. At the present Mr. Metzger is frequently mentioned as a suitable person for the office of register of deeds.

**Andy Thomsen, Saloon.**

Under the management of Mr. Thomsen a saloon was opened on the 17th of May, this year. There has been a saloon in Cedar Creek for several years, and it was a question to many as to whether it should be continued. When it was learned that Andy Thomsen was to be the proprietor, all opposition to a saloon in Cedar Creek was withdrawn. Mr. Thomsen runs an up-to-date place in every respect, and carries the choicest of goods. Everything is neat about the place and good order prevails. Andy is a clever gentleman, and treats all who visit his place of business with courtesy and respect. By his gentlemanly qualities he has won the confidence and respect of the people surrounding Cedar Creek.

**Aesop Up to Date.**

A hare one day ridiculed the short feet and slow pace of the tortoise. The latter, laughing, said: "Though you may be swift as the wind, I will beat you in a race." The hare, seeing that the assertion of the tortoise seemed preposterous on the face of it, did some lightning thinking. He then assented to the proposal. They agreed that the hare should choose the course and fix the goal. On the day appointed for the race they started off together. The tortoise never for a moment stopped, but went on with a slow but steady pace straight to the end of the course. The hare, however, as soon as he had bounded out of sight of the starter, hid in a clump of bushes and took a nap. Waking up in time to make a grandstand finish, he dashed for the goal, arriving there just one second after the tortoise. "I was out of condition," he panted. But that night, when his agents returned to him with the winnings of the bet he had made on the tortoise, he had a quiet chuckle all by himself. Moral—The race is not always to the swift, but the coin always is.

**PLEASANT VIEW STOCK FARM.**

W. H. Heil, Owner of the Largest Herd of Red Polled Cattle in Nebraska.

As a fine stock raising county Cass is easily one of the foremost, if not the very foremost, in Nebraska. So far as breeding Red Polled cattle Cass county can boast of the most prosperous herd in the western country. "Pleasant View Stock Farm is located about four miles from Cedar Creek, the nearest railway station, and nine miles from Plattsmouth. W. H. Heil, an unassuming, progressive farmer, on account of his tenacity of purpose and honest success, deserves more prominence than it is possible to give him in this special edition of the Journal. The Heils have built beautiful homes on the fertile and productive Cass county lands and W. H. Heil has developed and owns one of the largest herds of Red Polled cattle in the west. For the prominence into which this only distinct dual purpose type of cattle have come into Nebraska, much credit is due to this gentleman. He was among the first exhibitors of Red Polls at the Nebraska state fair and the animals shown were of such extreme merit as to place Mr. Heil in the front rank with the general farmers and stockmen of the state.

The Pleasant View herd of Red Polls consists of seventy or eighty head of various ages. The object is to sell off each year of bulls, cows and heifers a number equal to the animal increase. It would be difficult for an intending purchaser to find a herd of equal numbers where he could be more satisfactorily fitted out with a foundation herd for embarking in the breeding of Red Polled cattle. There is a type character in this herd that at once impresses the visitor with confidence



in the ability of its members to reproduce those properties in their offspring.

In order to give the reader an idea of the great value of these fine cattle we reproduce an article dating back to 1892 as evidence that Mr. Heil's herd has been possessed from its beginning of the best herd bulls in the country:

"The champion Red Polled bull of the world. The undefeated champion. The world's greatest sire and show bull. The outstanding winner at the World's fair. The prince of Red Polled bulls. He was sent into the show ring in 1892 and has never been defeated. Up to this time Iowa following prizes: First and sweepstakes at Iowa state fair, first and head of sweepstakes herd at Nebraska state fair, first and head of sweepstakes herd at Kansas state fair, first and head of sweepstakes at Illinois state fair and first prize at the St. Louis exposition, all in 1892. First prize and sweepstakes bull of the breed at the World's Fair in 1893, also first and sweepstakes at Nebraska state fair, first and sweepstakes at the Interstate fair,

Sioux City, Iowa, in 1893, the only places shown."

Iowa Davyson 16th 3149 will be prominent in the minds of all breeders of Red Polls and his name will be forever stamped in the pages of history of Red Polled cattle as one of the grandest specimens of cattle of his kind that ever had existence.

When going into the yards at Pleasant View farm, where the various ages and kinds of cattle are confined, it is much like going into the show ring, the eyes and judgment are at once taxed in finding where the first, second and third ribbons should go. It is not always an easy task, with the experts even, in this herd, so very evenly are its members mated up in type and quality.

Should this article come under the observation of stock breeders we extend to such a very cordial invitation to visit Mr. Heil and take a personal view of his fine herd of cattle. He is one of the most pleasant men to meet, and his hospitality is extended to all visitors. He takes a great pride in showing his stock and giving all information regarding the Red Polled cattle desired. For further information address W. H. Heil, (Pleasant View Stock Farm), Cedar Creek, Nebraska.

**The Marriage Tie in Russia.**

In these days of frequent divorce the Russian peasants are an example for the most nobly born of any land, as marriage with them is considered dissoluble only by death. "The wife is not a shoe that can be cast aside at will," and "The knot is tied; it will not come undone for 100 years," are two well known proverbs there that show in their homely wording the reverence in which the married state is held. Nor is intermarrying permitted until after the fourth degree of kinship is reached; the deceased wife's sister is also barred out. When a separation occurs the husband takes the boys and the wife the girls.

**FILLING OUT MEAT PLATTER.**

Young Housekeeper Explains How She Robs Tragic Situation of Its Terrors.

Two young housekeepers were comparing notes. "I don't know," said one, "what I should ever do if it were not for an invention of my own which has shorn many a tragic situation of its terrors when my husband brought home an unknown man without warning. Many a time it has been a question of having enough to go round, but the real horror of the situation lay in the fact that there was just enough when you included the extra guest. You know how mortified you feel when there are just so many pieces of whatever the platter contains, and you have to dole them all out and there is absolutely nothing left? Well, my invention does away with that.

"It is very simple. You hunt out anything you can find in the ice box—it may be some fragments of meat, a cold sausage or two from breakfast, a few bones you are saving for the puppy or a bit of chocolate pudding from the children's lunch—anything will do. You place it carefully in the center of the platter, cover it nicely with gravy, parsley and general trimmings, distribute the real things around it or at the side of it, and there you are! Nobody notices it especially. It has the general effect of the genuine, and it lends the necessary dignity and amplitude to the course.

"Don't ask me what would happen if any one insisted upon a second helping, being misled by the apparent opulence of the dish! It never has happened. It may be that they are restrained by some occult influence with which my mind is charged on these occasions, and so far I have been secure in my deception."

"Which reminds me," quoth Housewife No. 2, "of a luncheon I gave once upon a time. Each plate was to contain a dainty chop, some peas, potato chips and a stuffed tomato. I had told the cook to be very particular as to nice-looking, ripe tomatoes, for I knew it would help make the plates pretty.

"The plates were duly set before us, and I was about to sink my fork into a succulent morsel when a bit of paper under an end of my chop caught my eye. On it was scribbled in Cook's own hieroglyphics these words: "Don't jab it hard, this ain't no tomato, they giv out. Katy. She had improvised the thing from a bit of the children's red pinwheel paper, carefully sewn together and stuffed to match the others."

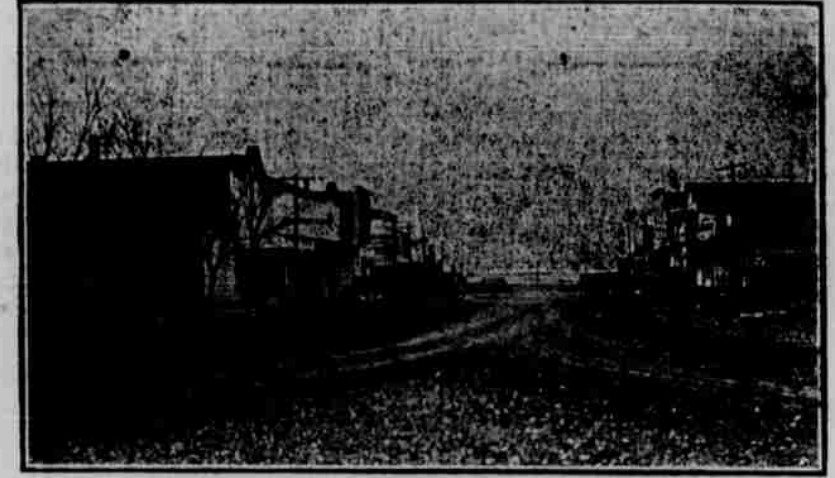
**VILLAGE OF ALVO**

Brief Historical and Biographical Sketches Concerning This Thriving Little Village in Western Cass County

Alvo, located in the western part of Cass county, about 18 miles from Plattsmouth, the county seat, was laid out in 1890 by A. L. Munger, about or soon after the Rock Island Railroad was permanently located through the county. Mr. Munger formerly owned the farm now owned by S. C. Boyles, cashier of the Bank of Alvo.

The land tributary to Alvo is unsurpassed, and produces abundant crops. The farmers are prosperous and well-to-do, and for this reason the town supports two up-to-date general stores, two hardware and implement stores, one grocery store, one drug store, a barber shop, two

be creditable to any town twenty times as large as Alvo. Several of them of modern construction, with neat-kept lawns, with cement walks and shady streets, all of which gives a cozy appearance, commercial activity and a live community. The business houses of Alvo will compare favorably with those of any town of its population in Nebraska. If it should lack in this respect, the many handsome homes in the pretty burg are ample to make up for this deficiency. Alvo business men are well supported considering the fact that it is surrounded by several other important trading points within a distance of only a few miles. It



STREET SCENE—ALVO

harness shops, one livery barn, one lumber yard, two blacksmith shops, a doctor, two elevators, several mechanics, and boasts of a population of about two hundred energetic and enterprising people, who are always alert to the best interests of the community. Being located on the Rock Island railway, she has excellent train service and fast time schedule with the very best shipping facilities. As the tide of emigration drifts westward, the location of Alvo is bound to get its share of those who locate in Nebraska.

The first bank was established in 1891 by A. L. Munger and N. H. Meeker, who knew that such an institution was one of the first needs of the community, and the business has prospered until today it is one

holds its own remarkably well. The success of any town lies in the hands of those who are in favor of building up the community instead of tearing it down by purchasing what they need through mail order houses. Would the farms in a radius of two and three miles of Alvo be worth what they are today if the town should go backward instead of forward for this progressive age? Think of those things and let the town and country people in the vicinity stand as one solid body with their banners unfurled to the breeze, and the motto inscribed their own: "Home first—the world afterwards!" It behooves every taxpayer to support the institutions of his town, regardless of what inducements may be offered by parties representing outside concerns.



FARMERS & MERCHANTS BANK BUILDING

of the solid financial institutions of Cass county. No one fails to see how it could be otherwise under the management of S. C. Boyles, who has been its efficient cashier for a great portion of the time since it was instituted. The first hotel built in Alvo is yet under the management of the same man who erected it—William Yeager, who runs an excellent hostelry, and neither he or his excellent lady spare any efforts to give comfort to their guests. The first store in the town was established by Mr. Sam Cashner.

Alvo has two good churches, an excellent school house, and to their credit, let it be said, they have always been blessed with good schools. The residence portion of the town contains several homes that would

When this is done Alvo will more than come to the front as a business town, and soon her swaddling clothes will be cast aside, and she will wear a full grown suit, and the triumph will be complete. Following is a brief write-up of the representative business firms of the charming little city of Alvo, and the interest they have taken in helping out this anniversary edition of The Journal, we desire to tell the readers of this paper that they are the real live and pushing business men and citizens of the town, whom all within its borders delight to call home.

**Dreamer & Cashner.**

This firm, the principal one in Alvo, is composed of F. H. Dreamer, who was born in Missouri. Coming



DREAMER & CASHNER'S STORE



PLEASANT VIEW STOCK FARM