

# THE VILLAGE OF MURDOCK

to Nebraska in an early day, he moved to Cass county with his parents.

Five years ago he went into business in Alvo and has successfully prosecuted trade in general merchandise ever since. S. W. Cashner, the other partner, now conducts a store in University Place, Lincoln.

Mr. Cashner bought into the firm of Dreamer & Cashner at Alvo three years ago.

Mr. Dreamer has charge of the Alvo store and conducts it along liberal lines. The stock comprises all that is new and good in general merchandise and is attractively arranged in a commodious store room. It has the best of the trade in the rich country surrounding Alvo and the town people are also generous patrons.

The firm takes orders for all kind of carpets, oil cloths and linoleums and patrons have the best samples in the United States to select from.

The firm buys all kinds of farm products, always paying the highest market price for everything raised on the farm. Mr. Dreamer is a man of family and stands as one of the foremost men in his community.

The business is growing steadily and is the pride of the town.

## Farmers and Merchants Bank.

This bank was organized in 1901, with Geo. P. Foreman, president; C. R. Jordan, vice-president; S. C. Boyles, cashier; and W. O. Boyles, assistant cashier.

The bank has deposits of \$80,000 and loans of \$50,000.

It does a commercial banking business and makes farm loans in any amount desired. The banking building which is adequate for all needs was built in 1901. A picture of it is shown elsewhere.

Mr. C. R. Jordan, the vice-president is at present county commissioner of Cass county and stands high socially and politically in the county.

S. C. Boyles owns the townsite of Alvo which comprises 200 acres. Mr. W. O. Boyles has two good farms in the vicinity of Alvo and owns a quantity of Lincoln property. Mr. Foreman, the president, owns 1,300 acres of land, Jordan 640 acres and all the stockholders are farmers and business men of ability. The bank is increasing its business annually and its condition is eminently satisfactory to all concerned.

## Linch & Stone.

This firm does the hardware business of Alvo and is one of the most prominent houses in the place.

Mr. P. J. Linch was born in Iowa and came with his parents to Nebraska in 1864. The family first settled in Mt. Pleasant precinct and remained there until 1867, when they took up a homestead in Elmwood precinct. Mr. Linch remained on the home farm until seven years ago when he moved into Alvo to enter business.

Mr. E. M. Stone was born in Indiana and came to Nebraska in 1873. His folks bought railroad land within four miles of Alvo.

Mr. Stone first bought out the business of C. J. Vincent and in the fall of 1902, bought an interest with Mr. Linch with whom he has since been in business.

The firm carries a full line of hardware of the standard kinds.

Besides hardware, they handle groceries, paints, all kinds of implements from a garden rake to a threshing machine.

They also do undertaking in all its branches, and take orders for furniture. Their line of stoves is complete and from the best factories. Both gentlemen are highly respected in the community and are progressive and active citizens.

## Look Prosperous or Pay in Advance.

Frank T. Wallace, a New York traveling man, is a guest at the Paxton on his return from a year's trip in Australia, says the Omaha Bee.

"While there is a good deal of the American spirit prevailing in Sidney and Melbourne, they do things there in a peculiar way," said he. "It is hard to get used to them."

"They have excellent restaurants there, but they run on a peculiar plan. A man goes in and sits down at a table, and a waiter, generally a woman, hands him the bill of fare. He makes out his order on a slip, and before he is waited on the waiter goes to the cashier and has a little private talk with him. The cashier looks over at the customer and if he appears to be good for the bill he is served. Otherwise he is asked to pay in advance. The meals are good and cheap. The same careful scrutiny is made when a fellow registers at a hotel. Good looks will go farther than any amount of baggage."

## When Eggs Won't Froth.

If you rinse a plate with cold water before breaking the eggs on it, add to them a pinch of salt, and then stand where there is a current of air, you will have no difficulty in beating them to a froth.

## Turpentine Removes Tar.

Tar may be removed from any kind of cloth if you saturate the spot with turpentine and rub it well.

Murdock the beautiful, is situated in Elmwood precinct which is in the western portion of Cass county and right in the center of the most fertile spot in all the country round; it is located on an eminence that gently slopes in all directions and is so situated that it can be seen from a great distance. It was laid out by the Kansas Land & Town Company, which company laid out all the new towns on the Rock Island railroad system in 1891 and the first citizen of this thriving burg was the present hardware merchant, Mr. Louis Neitzel, who staked off his lot in a stubble field on the 7th day of April of that year. Mr. Neitzel was soon followed by other settlers, most of them business men, and among them who are still residents of the village may be numbered: F. Wolf, a retired capitalist who is president of the Bank of Murdock; Eugene T. Tool, the lumber and coal dealer; Arthur J. Tool, the hardware and harness man; Herman A. Gast, who also handles harness and leather goods; Henry A. Tool, of the firm of Martin & Tool, dealers in general merchandise; Jacob Goehry, the village blacksmith; Harry V. McDonald, the druggist and Herman R. Neitzel, the banker; all these gentlemen are at present in business here and conducting their several avocations in a highly successful manner; in fact, these business men owe about all of their present material prosperity to the thriving little town of Murdock and its environments.

of Miss Cora Smith, principal; Orpha Mullen, intermediate; and Mary Schall, primary; the following constitute the board of education: Eugene T. Tool, Harry V. McDonald and Jacob Goehry.

Murdock has a fine little lodge room belonging to the society of Woodmen, which, however, is used by other orders for holding their meetings and is also used for entertainments of all kinds, such as dances, plays and lectures, and the lecture courses that have been given under the auspices of the Woodmen lodge are worthy of mention as the numbers thereon have been of a high order of excellence. We can boast of a fine base ball team, which has been in the field for several years past. This has enabled all lovers of the American sport to see many good contests. The boys will appear in natty new uniforms, the coming season. That the boys are industrious is well evidenced by the fact that we also have a fine brass band which can and does great execution upon occasion.

The grain coming to our markets is well handled by the Wright-Leet Grain Company and the Lincoln Grain Company, both Lincoln concerns, who are ably represented locally by William T. Waddell and John Ridgeway, both noted for their square dealings. Among other business men who should be mentioned is William Gehrts, who carries a full line of implements and who has added automobiles, as we are not behind the times here. W. O. Gillespie

great prosperity that is ours. During the past 18 years lands hereabouts have advanced in price from about \$25 per acre to \$150 and the end is not yet. There are two banks here to look after matters financial; the oldest was organized by H. R. Neitzel many years ago; its stockholders are all Germans, residents of the county and men who stand well in the community. It is conducted in a very conservative and able manner by the officers in charge, H. R. Neitzel being cashier, and J. L. Goehry, ass't cashier. We dare say that an ably conducted bank has as much to do with the prosperity of a community as any one business that could be named, and we are confident that there is scarcely a person in this entire neighborhood who has not at one time or another asked for and had the assistance of this strong institution.

Among the retired farmers who have located in our midst to spend their declining days may be mentioned: August Bucholz, John McDonald, John M. Leis, F. Wolf, Chas. F. Lau, John Stroy, Arend Gerders, George Skiles, Milton W. Moore, Chas. G. Backmeier, Christian Gurr, Peter Witthoef and Charles Schneider. Murdock invites comparison with any other town in the state, big or little, when it comes to beauty of its dwellings, and they are nearly all equipped with furnaces, the latest inventions for ventilation, pianofortes, etc., in fact nothing is lacking to make life a pleasure and comfort. The owners are noted for

moved to Ackley, Iowa, where he conducted a general merchandise business for 20 years and selling out moved to Omaha in 1892, and is connected with the Mark Bros. Saddlery Co. and also the Martin Cott Hat Co.

Henry A. Tool, the other member of this firm was born in Ackley, Iowa, and came to Nebraska fourteen years ago and located in Murdock.

His first occupation after his arrival was as clerk for Mr. Frank Martin.

Eight years ago he was taken into partnership with Mr. Martin and the firm has since been known under its present distinction.

The store of Martin & Tool is modern in every respect and would be a credit to a town larger than Murdock. Everything about the place is clean and kept in the best possible condition. The stock all bears evidence of care in purchasing and keeping it from getting old and stale. It is the leading general merchandise store in Murdock and everything which can make it attractive is presented in the best form. Besides a full line of dry goods and groceries, a choice assortment of clothes and ladies millinery is kept, making it possible for residents of Murdock and the surrounding country to make their selection of spring and fall hats and bonnets at home.

It may be said that Messrs. Martin & Tool are fully abreast of the times and are to be congratulated in their business and enterprise in giving Murdock such an up-to-date establishment.

## A. J. Tool.

This gentleman was born in Ackley, Iowa, 29 years ago. He came to Murdock in 1893. He went into the harness business at first and afterwards in 1900 he added a general stock of hardware. In 1903, Mr. Tool built the store in which he now does business. It is a model structure and was built with a view of the needs of his business. Besides having a full line of harness and hardware, he also handles paints, making a leader of Sherwin-Williams, there being nothing better known to the trade in the paint line.



JAS. E. MAGEE



P. S. CRINK



H. B. WALDRON

Two years ago, Mr. Tool added a stock of furniture and it is now possible for anyone to select what they wish in this respect right at home.

There is also carried a full line of Jewel stoves and ranges and also the high grade stoves and ranges made by Bridge & Beech.

In hardware, Mr. Tool carries a full line of Keen Kutter goods, which are known as the best on the market.

Reed's anti-rusting tinware, which is the standard in this direction, is handled exclusively by Mr. Tool. He has also placed in stock the well known Garland stoves and ranges, thus giving the buyer a large variety to select from.

In every respect, Mr. Tool fully meets the demands of the trade and Murdock may well be congratulated in having so up-to-date a merchant in its midst.

## L. Neitzel.

This gentleman, one of the most prominent men of Murdock, is justly entitled to the distinction of being the original settler of Murdock.

Mr. Neitzel was born in Germany and came to the United States in 1872. He lived for various periods in New Jersey, Pennsylvania and Indiana. In 1882 he came to Nebraska and for nine years was a member of the ministry of Omaha. From



RESIDENCE OF L. NEITZEL



BANK OF MURDOCK BUILDING

The village was incorporated four years ago this spring with the following corps of officers: H. R. Neitzel, chairman of the Board of Trustees, with Jacob Goehry, Henry A. Tool, Calvin J. Leis and O. H. Eggleston, the balance of the board. This list of trustees has not been changed, having been re-elected from time to time with the one exception of O. H. Eggleston, who was succeeded by Wm. Langhorst, as Mr. Eggleston is now a resident of Oklahoma. During their administration, the town has had several miles of cement sidewalks built, its hitching posts have been removed from Main street and tastefully arranged on the side streets, a fire station has been built and equipped with all necessary fire fighting apparatus. The thirsty ones have had the privilege of visiting a saloon, which, however, is now a thing of the past.

The spiritual welfare of its citizens is looked after by three secular churches and each of these has a resident minister. Rev. August Brauchle, preaching for the German Evangelical Association; Rev. Jesse Lehmann preaching for the United Evangelical congregation and Rev. Samuel Kiser pastor of the M. E. church. Murdock has an excellent public school system with three teachers and a total enrollment of pupils of something like 100; but it must be borne in mind that several outlying school districts contribute their children to this number to get the benefit of advanced grades. The present teaching staff consists

is proprietor of and manages the hostelry and livery, and they are both first-class establishments. We can easily claim the neatest and best equipped meat market in this entire neighborhood owned and conducted by Henry Westlake, his wagons even supplying our neighborhood at South Bend, Manley and Wabash.

We have several good men who do painting and paper hanging, among them should be mentioned Conrad Wirth, John Amquert and Elmer Green. Ole Carr conducts a confectionery and ice cream parlor, while our groceries, dry goods and produce are well handled by Martin & Tool, John H. Ruhge and A. H. Hunt. Earnest Rottmann repairs our jewelry, while Doctors Marcus Hoops and Isaac Jones repair our broken bones. Henry Rohrdanz is welcomed as the ice man. Mrs. Emma Davis is the local Nasby and Oscar McDonald is the rural mail carrier whose daily visits are eagerly awaited by our farmer friends. Our tonsorial parlor is in the able hands of Emil Kuehn, who is an artist in his line. We proudly boast of our own independent telephone company, all owned by local capital and it is looked after by Jacob Goehry, Jr., who is its manager. The "hello" girls are the Misses Meta Neitzel and Lydia Sorrick. This exchange serves all the immediate surrounding country.

The territory which goes with Murdock is peopled almost entirely by the thrifty German who is no doubt largely responsible for the

their hospitality and good cheer pervades the very air in which they breathe. The writer is confident that the many people who partook of this hospitality last fall when the merchants entertained all visitors in a grand three days fete will not soon forget the good time shown them.

## Bank of Murdock.

This cut is a very good likeness of the Bank of Murdock and its cashier, Mr. H. R. Neitzel, while the two Young Americans also shown thereon are his two sons, Francis Herman and John Milton, who are thus early taught the rules of saving and thrift, so characteristic of the good people of this vicinity. The Bank of Murdock was established many years ago. It is located in the most fertile part of Cass county; its original stockholders are still in control; they are all local men of wealth and affairs and are known to most of our readers. They are F. Wolf, president; H. A. Tool, vice president; C. F. Guthmann, H. R. Neitzel and C. E. Mockenhaupt, whose fortunes run well up toward the half million (\$500,000.00) mark, which in itself is a strong guarantee of the bank's goodness. They report a fine business, with deposits running over \$100,000. H. R. Neitzel and J. L. Goehry are the officers in charge.

## Martin & Tool.

Mr. Frank Martin of this firm was born in Germany. At an early date he came to this country and settled in Wisconsin. After living in that state for some time, Mr. Martin

Omaha he moved to Madison and after a time to Milford.

In the spring of 1891 he came to Murdock and founded the town.

Mr. Neitzel in every effort he makes uses energy and persistent effort. It is due to him that Murdock is today a town. He went into business and has since remained in active life.

He has a complete stock of hardware which has been kept up in the best possible condition. He handles only standard manufactures like the "O. V. B." (Our Very Best), etc.

He also keeps in stock a full line of paints and oils, ready for use. He also has pumps, windmills and tanks for sale. Besides the different wares already mentioned, Mr. Neitzel also carries a full stock of harnesses for draft and light work.

Mr. Neitzel's home which is shown elsewhere in this issue, is the handsomest in Murdock. It is of pleasing architecture and substantially built of manufactured stone made in the town.

The finishing is all modern and in every respect is an ornament to Murdock.

## Union State Bank.

This bank opened for business on June 15th, 1905, with a capital of \$10,000. Its progress as a financial institution has been steady since that time.

The men directing its affairs are solid conservative members of the community in which they live and enjoy the confidence of all classes. Mr. H. B. Waldron, the president is at the head of a bank in Waterloo



JOHN J. GUSTIN



GEORGE K. GRANLICH