

CO-OPERATION OF MERCHANT AND NEWSPAPER

A Common Interest Is Manifest and Getting Together Means That Both Are Benefited.

From Saturday's Daily. That the business and professional men of any city or town must co-operate with one another in order to succeed, is self-evident, without giving any of the numerous examples of what has been accomplished by the pull-together process.

It is true not only of the business and professional men, but of all other people who are interested in the growth of their home town.

Recently an editorial association was held at Aledo, Illinois, and one of the addresses was delivered by Mr. D. E. Farr, a representative of the merchants, who was a thorough believer of the co-operative method of procedure in municipal as well as personal affairs in a town.

Mr. Farr emphasized the importance to a town of a newspaper stand by the merchants as well. He also emphasized the power of the newspaper to do a great good for the community if given the proper encouragement. Along the line of co-operative effort, he gave the following illustration:

"I recall seeing a cartoon not long ago that aptly illustrates this point. The title of this set of cartoons was 'Co-operation.' The first cartoon is a street scene showing a bucket of oats on the sidewalk on either side of the street and a couple of mules in the center of the street hitched together. Each mule is straining to reach the bucket of oats on his side of the street and, of course he does not make any progress because they are apparently of equal strength and each is only pulling against the other. Finally, however, they apparently reach a realization that brute strength, when pulling against one another, will never enable them to get the oats. So they get their heads together and discuss 'Co-operation' with the result that they both start together and eat the oats in the other bucket. These cartoons show very graphically the folly of pulling against one another, and the wisdom of co-operation. The business men, the professional men, the newspaper men, the ministers, the farmers and all other citizens of Aledo should pull together for the benefit of all, and I think you folks will probably find this has been done to some extent before you leave our city, and I would like to have a working motto 'Co-operation—pull together,' and it might be well for us to bear in mind the graphic illustrations of the team of mules going after the oats.

"I think that the word co-operation is one of the grandest words I have ever heard. A man recently said that co-operation is the most beautiful word in the English language. I believe he is right, too. Why is it a sign of sanity an absolute sign of sanity that you men come here for your semi-annual convention, to exchange ideas and co-operate, and I can prove it.

"A keeper of an insane asylum recently was out walking with fifteen of the inmates and a man, a friend of his, met him and said: 'Fred, are you out here all by yourself?' I would think that you would feel afraid that they would jump on you and beat you to death. I wouldn't go out walking with those fifteen insane men for all the money in the world. You couldn't hire me to do it.' And the keeper just patted him on the shoulder and said: 'Don't get alarmed,' and he pointed to the fifteen fellows and said in a very low tone of voice, 'Those fellows can't get together. Without coming together they can't act. Singly they are afraid.' Now, isn't that a fact? It certainly is."

Getting Along Nicely.

From Saturday's Daily. Henry W. Baughman of near Cedar Creek, who had his right arm torn off a few days ago at the Cedar Creek gravel pit, is reported as getting along nicely, and his wife and daughter, who visited him at the hospital yesterday, were assured that the patient was showing great improvement, despite his severe ordeal, and bright hopes are entertained for his recovery.

W. H. Heaney and son, Bernard, from near Weeping Water, were in the city for a few hours today looking after some business and visiting with county seat friends. While here Mr. Heaney called at the Journal office to renew his subscription to the paper for another year.

Returns from Trip East.

From Friday's Daily. This morning Harris Cook returned home from his vacation trip to the east, which he has been enjoying, in company with Leonard Meisinger. The boys on their trip east spent a week in Chicago, as well as a tour to Niagara Falls and Buffalo, which was most thoroughly enjoyed, and en route home stopped at Detroit and Port Huron, Michigan. En route Harris lost his traveling companion, who stopped off at Michigan City, Indiana, for a few days' visit with friends, and will not return home for a few days.

NEW BUSINESS MANAGER OF NEBRASKA LIGHTING CO. HERE

From Saturday's Daily. This morning Mr. R. L. Ponsler arrived in this city to assume his duties as business manager of the interests of the Nebraska Lighting company. Mr. Ponsler has been connected with the Red Oak company at Shenandoah, Iowa, for some time and comes here highly recommended and is a most pleasant and genial gentleman whom the people of Plattsmouth and the patrons of the light company will find most agreeable to do business with. The change in management is made so that Mr. R. C. Wood, the former manager, can be placed in charge of the construction work on a number of new lines projected by the lighting company in Iowa. Mr. Ponsler, in company with Mr. G. W. Manlove, was busily engaged today in meeting a number of the business men on Main street, and as soon as the office work has become thoroughly familiar to the new manager he expects to be able to meet the patrons of his company personally. He is a young man, but has had considerable experience in this line of work and is well pleased with this city and the residents with whom he has come in touch during the time he has been here.

PRELIMINARY WORK ON SIDEWALK THAT IS GREATLY NEEDED

From Saturday's Daily. The preliminary work for the permanent sidewalk on the east side of the William Holly building on Main street is getting under way and soon the work of making the fill for the walk will be commenced. The old board walk will be removed and the area under the walk filled with dirt, which will close up it up, as the owner of the building has decided that it is useless to maintain it in its present condition, and accordingly the new walk will be made on the new fill as soon as it has settled sufficiently. The walk along this building will not be as wide as that on Main street, as the travel there is not very extensive, but will be made in such a manner that should it be decided later to make the walk wider it can be done without a great deal of work or expense. This is the last section of board walk in the business section of the city and they are hard to find even in the residence section, as the property owners have in the past few years placed many miles of permanent walk along the streets of the city which is constantly being added to, and there is hardly a session of the council but that it takes up two or three petitions for walks and acts on them.

MR. AND MRS. LANG HERE FROM THE CANAL ZONE MAKING VISIT

From Saturday's Daily. A. R. Lang of Balboa Heights, Canal Zone, who, with Mrs. Lang, have been visiting at the home of Mrs. Lang's mother, Mrs. Peter Perry, west of Mynard, departed for California Wednesday afternoon. He will attend the N. E. A. at Oakland, as well as the exposition, and visit friends at San Diego and at Orange. Mr. Lang has been superintendent of schools of the Canal Zone for two years. He has a corps of teachers numbering sixty-five, twenty of whom are colored and who teach the colored schools of the zone. He will return to Panama about September 15th, but Mrs. Lang will remain until a month later. Before going to the Panama canal zone Mr. Lang engaged in school work in Wyoming.

FOR SALE—Mule, 3 months old. Inquire at V. Balohlavy, on Maiden Lane. 6-9-2hwkly

HOME PATRONAGE AND COST OF DOING BUSINESS

Some Practical Suggestions to the Retail Merchants and Patrons of the Home Stores.

From Saturday's Daily. Much of emphasis has been placed upon the fact that the average retail merchant of today must add a too large percentage to his profit account in order to cover the expenses incident to the conduct of his operations. There is, doubtless, reason for the charge that the cost of doing business is higher than it might be made, if there were eliminated many features which have become common to the conduct of merchandising. If business were placed upon a strictly cash basis, for instance, the capital required to handle it would be less, and a further saving might be effected in the elimination of all losses through the accumulation of bad accounts. If consumers were satisfied to enter a store and make selections for their requirements, carrying home their purchases, as they were handed over the counter, there could be charged off a very considerable item for the delivery of goods, and the solicitation of orders. There are other directions in which money could be saved undoubtedly, but the fact remains that the people do not desire that these economies be instituted. There is a demand for credit accommodation and for service, and buyers will patronize the stores which afford these facilities, so that it would be practically futile to reduce the cost of doing business upon a comprehensive scale, although the merchant who does not make every effort compatible with the demands of his trade to hold the expense account in check is certainly unwise.

So far as the public is concerned, however, the cost of doing business is the element that brings profit to the community, rather than to the retail trade itself. Practically every item in the expense account goes to the support of activities which are indispensable to the support of the town in which the merchant is located. If it costs him 20 per cent to do business, that means that he is paying out for clerk hire, for rent, for taxes, insurance, and the various items making up the total 20 cents on every dollar which goes into his cash drawer from the sale of goods. That 20 cents does not enrich him. It goes into the pockets of the people themselves. It enriches the property owners, by making his holdings the more valuable. It assists the producer, whether he be a manufacturer or a farmer, for it supports consumers who make a better market for their products. It is the element that contributes to prosperity and progress, for it is active money, and active money is the only kind of money that really does any good to mankind.

There is a great deal of misconception, of actual fallacy about the savings that accrue from sending money away from the home town for merchandise. Experts who have given the subject the closest investigation, assert that it costs the mail order houses from 5 to 10 per cent more to do business than it does the regular retail merchant, so that when actual values are considered, they cannot sell cheaper than the home dealer, but it does make a vital difference where the 20 or 25 per cent of the cost of purchases is expended. It means that the community is being deprived of the money which is its very life blood, for it is the money that passes from person to person, performing some useful function with each interchange, and adding to the wealth of the people as a whole. The cost of doing business, whether high or low, is a useful expenditure to the man who buys the goods.—West Coast Trade.

JUDGE ARCHER SECURES PENSION FOR MRS. ALICE SAGE

Judge M. Archer, who has handled the pension cases of several hundred persons during his practice in this city, Saturday afternoon received notice from the pension department at Washington that the application of Mrs. Alice Sage of this city for a widow's pension had been granted and that she would be given the sum of \$12 per month, dating from the time of filing the application. The case was one that required considerable work on the part of the judge in securing the facts for the department, and he feels well pleased with the success he has met with.

Letter files at the Journal office.

Now Feeling Better.

From Saturday's Daily. Charles G. Beeson, who has been home for the past few days suffering from a bad attack of something in the nature of the gripe, is now feeling better and is up and around and expects to be able to return to his duties at Omaha by next week and feels that the rest here at the home of his mother has done him a great deal of good.

FAIR ATTENDANCE AT OLD SETTLERS' RE-UNION THE FIRST DAY

From Saturday's Daily. Parties from this city who were in attendance at the Old Settlers' reunion at Union yesterday report that quite a good crowd for the opening day was present, and young and old alike were entertained very pleasantly with the different attractions on the grounds. The old residents of the county were addressed yesterday afternoon by Congressman C. F. Reavis, who made a most pleasing impression upon the large crowd with his remarks and presented a very able statement of a number of the leading questions confronting the nation at this time, which was thoroughly appreciated.

Today will be the big day at the reunion and will bring to Union all the older residents of the county who are able to reach that place to join in a day's visit with each other and recount old times and pioneer days in Cass county, while the younger generation will enjoy themselves at the various amusements provided for the occasion. The Holly orchestra of this city furnished the music last evening at the Becker hall for the dance, which was one of the features of the entertainment program and was quite largely attended. This morning quite a large number from this city went to Union over the Missouri Pacific, while a great many drove there in automobiles to enjoy the day's outing.

FIRST REAL BATTLE ROYAL FOR SOME TIME IN PLATTSMOUTH

From Friday's Daily. Last evening about 5:30 quite a disturbance was occasioned at the saloon of William Hinrichsen, when a number of parties from near Rock Bluffs became involved in an altercation with Jack Neilson, a man working on the farm of John Urish, near Mynard, and soon a general mix-up occurred, in which there was a great many blows struck, and as is usual, the one attempting to stop the fighting got the chief damage. Mr. Urish and Mark White, who were attracted by the noise, attempted to quell the outbreak and Mr. Urish was struck in the nose by one of the combatants, but was unable to tell which, and a spittoon which was thrown by some of the warriors, hit Mark on the hand inflicting quite a gash and retiring him from the front of the battle. Acting Chief Jones and Officer Grebe arriving on the scene began a general round-up of the men, and Neilson and John Smith were escorted to the city bastille, where they could calm down. Bystanders who had dipped into the game made it really worse than it was by insisting on a general clean-up of everybody connected with the fight by arresting them, but several of the parties residing south of this city made their getaway. Smith was released on a cash bond to appear today for trial, and Neilson received a fine of \$10 and costs this morning in Judge Archer's court.

This morning Officer Jones rounded up William Shera, one of the men who was reported as being mixed in the fight, and he was taken before Judge Archer and fined \$5 and costs on a charge of being drunk and fighting, which he paid and was released. The police acted promptly in the fight and the participants will all be given an opportunity in settling the matter by paying a fine.

John Urish and son, Virgil, who were mixed in the affair, were fined \$5 and costs on pleading guilty, in order to be able to return home and not be forced to stay and await trial.

The Clerk Guaranteed It.

"A customer came into my store the other day and said to one of my clerks, 'have you anything that will cure diarrhoea?' and my clerk went and got him a bottle of Chamberlain's Colic, Cholera and Diarrhoea Remedy, and said to him, 'if this does not cure you, I will not charge you a cent for it.' So he took it home and came back in a day or two and said he was cured," writes J. H. Berry & Co., Salt Creek, Va. Obtainable everywhere.

FIFTEENTH GAME WON BY THE RED SOX YESTERDAY

The Nehawka Team Outclassed, but What They Lost in Playing Made Up in Good Fellowship.

The fifteenth straight victory for the Red Sox was witnessed by a fair-sized crowd and the Nehawka lads, who were the opponents of the crimson hose legions, were humiliated by the score of 13 to 2, and it really should have been a shutout for the locals if it had not been for the loose playing and kidding indulged in by the locals in the seventh inning of the comedy of errors. Loberg, who done the mound act for the Nehawka team, came far from filling the bill as a pitcher and was found at will by the Sox, although the fireworks did not fully commence until the fourth inning, when five crimson hosed lads tallied with scores and broke the shaky defense of the visitors up completely, as well as shattered the reputation of Mr. Loberg as a slab artist.

In this inning Pittman was retired on a fly to right field, while Smith was given a lease of life by Loberg and Parker hit by the pitcher. At this time the decision of the umpire while Craig was at bat occasioned a great deal of discussion. Craig was batting when a ball delivered by the pitcher was knocked out in the diamond either by the batter or through hitting the shoe of the Nehawka catcher, and this was called a fair ball by the umpire, and on it Smith was retired at third, while Craig reached the first sack safely. Beal was walked by Loberg and was followed by Parriott with a hit to short, and on this Parker and Craig both registered at the plate. Herold, who was next up, placed a clean hit to the left garden that brought in Beal and Parriott; Mason, with a grounder to short was safe, as through an error the ball was not handled fast enough and Herold scored. Greko ended the inning by being put out at first.

In the fifth six more runs were netted by the locals, when through timely hitting, together with the errors of the visitors, they swamped the Nehawka team. Pittman, the first up, was walked, and was sacrificed to second by Smith, scoring on the drive of Parker to short, while the runner was safe at first; Craig followed with a grounder to short that was not handled in time, and scored Parker on the wild throw to first to catch Craig; Beal hit to short and Craig registered on the wild leave of the pill to first; Parriott laid down a grounder to third which was not handled clean, and in throwing to first to retire "Bradley" Beal came home with another run. Herold hit to third and got away on the error of the third sacker. Mason was walked. Greko was retired by Loberg to first, but on this Herold and Mason both scored. Smith ended the inning by being railroaded, short to first.

Two more runs were made in the eighth by the locals, giving them a total of thirteen.

The two runs of the visitors were due to the looseness of the Sox machine, and for a moment thrilled the rooters for the visitors, but in vain, as the odds were too great against them.

The tabulated score of the game was as follows:

RED SOX.		AB. BH. R. O. A. E.				
Beal, cf.	4	2	1	3	1	0
Parriott, 3d.	5	2	2	2	3	2
Herold, c.	5	2	2	6	2	0
Mason, lf.	4	0	1	1	0	0
Greko, p.	5	1	1	1	3	0
Pittman, 2d.	3	2	2	1	2	1
Smith, rf.	2	0	0	1	0	0
Parker, ss.	3	2	0	1	4	1
Craig, 1st.	5	2	1	1	0	0
Total	36	13	10	27	15	5
NEHAWKA.		AB. BH. R. O. A. E.				
Anderson, cf.	3	0	1	2	0	0
Miller, c.	3	0	1	7	1	0
Ruthledge, 3d.	4	1	0	3	1	2
Mason, 2d.	3	0	0	0	0	0
Kimldorn, ss.	4	1	0	3	2	0
Nelson, 1st.	3	0	0	6	0	1
Loberg, p.	4	0	0	3	1	0
Moose, lf.	4	0	0	2	0	0
Johnson, cf.	3	0	0	0	0	0
Total	33	2	3	24	7	6

In the last two innings Greko was given a rest and Mason and Beal were called to the mound to work on the visitors, which they done to satisfaction and the baseballists from our southern neighboring village were unable to connect with their puzzling delivery. The attendance was only fair and will not net a large amount of "kale" for the boys. The Nehawka team were a nice appearing bunch of young men and worked hard in the game, but were clearly outclassed.



Palm Beach Suit Special \$5.00
New ties every week
New sport shirts in stripes
C. E. Wescott's Sons
Everybody's Store

Somebody is going to get a suit of clothes FREE!
Bring samples of wheat to our store before noon Saturday, August 21st.

MISS ANNA WARGA ENTERTAINS FRIENDS IN HONOR OF COUSIN

From Friday's Daily. Yesterday afternoon Miss Anna Warga entertained a few lady friends in honor of her cousin, Miss Mona Herman, who is here from Chicago, Illinois, for a month's visit with relatives and friends. At 5 o'clock in the evening the daintily arranged table was set on the cool and commodious porch of the Warga home and here the jolly party proceeded to enjoy a most delightful dinner, consisting of spring chicken galore, together with sandwiches, salads, lemonade, fruit and ice cream and cake. During the afternoon a number of kodak pictures were secured of the young ladies, which will be greatly enjoyed by them as pleasant mementos of the happy occasion in which they had participated. The evening was spent in listening to a number of musical numbers, both vocal and instrumental, and the guest of honor, Miss Herman, who is an accomplished musician, gave a number of very much appreciated selections. About 7:30 the jolly party were taken out for an automobile ride, which brought to a close a most delightful occasion. Those enjoying the hospitality of Miss Warga were: Misses Mona Herman of Chicago, Marie Nesladek, Hilda Brinkman, Amanda Sattler and Mr. and Mrs. Jess F. Warga.

George P. Meisinger, jr., wife and little daughter were in this city Saturday attending to some matters of business, and the little daughter will remain here for a week's visit with her grandparents, Mr. and Mrs. Jacob Meisinger.

For a Sprained Ankle. If you will get a bottle of Chamberlain's Liniment and observe the directions given therewith faithfully, you will recover in much less time than is usually required. Obtainable everywhere.

Straw Hats

AT HALF PRICE!

Any straw hat in the stock at just one half the regular price. Better get under one. Leghorns, Panamas and Sailors in your size.

The the Fall suits are arriving daily. They comprise the latest designs in all the new colors. Also, a complete line of Blue Serges in up to the minute models. Come in and give them your most critical "once over."

Hansen Gloves
Carhart Overalls
Stetson Hats
Manhattan Shirts

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