PAGE 2.

CO-OPERATION OF MERCHANT AND NEWSPAPER

From Friday's Daily.

days.

stopped off at Michigan City, Indiana,

for a few days' visit with friends,

and will not return home for a few

AGER OF NEBRASKA

This morning Mr. R. L. Ponsler ar-

rived in this city to assume his duties

most agreeable to do business with.

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

From Saturday's Daily.

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

From Saturday's Dally. 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 giv-ing any of the numerous examples of NEW BUSINESS MANing 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 towr.

Recently an editorial association was held at Aledo. Illinois, and one of the addresses was delivered by Mr. D. E. Farr, a representative 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 couragement. Along the line of cooperative 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 bucket of oats on his side of the parently of equal strength and each with this city and the residents with unwise. is only pulling against the other. whom he has come in touch during the Finally, however, they apparently time he has been here. reach a realization that brute strength, when pulling against one another, will never enable them to PRELIMINARY WORK get the oats. So they get their heads together and discuss 'Co-operation'



most thoroughly enjoyed, and en route Some Practical Suggestions to tae mother has done him a great deal of home stopped at Detroit and Port **Retail Merchants and Patrons** good. Huron, Michigan. En route Harris of the Home Stores. lost his traveling companion, who FAIR ATTENDANCE AT

From Saturday's Dally. 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. From

There is, doubtless, reason for the charge that the cost of doing business attendance at the Old Settlers' re- the locals in the seventh inning of the LIGHTING CO. HERE is higher than it might be made, if union at Union yesterday report that comedy of errors. Loberg, who done

which have become common to the day was present, and young and old came far from filling the bill as a conduct of merchandising. If busi- alike were entertained very pleasant- pitcher and was found at will by the

PLATTSMOUTH SEMI-WEEKLY JOURNAL

From Saturday's Daily.

Now Feeling Better.

Charles G. Beeson, who has been

home for the past few days suffering

from a bad attack of something in the

nature of the grippe, is now feeling

better and is up and around and ex-

pects to be able to return to his duties

at Omaha by next week and feels that

OLD SETTLERS' RE-

ness were placed upon a strictly cash ly with the different attractions on Sox, although the fireworks did not basis, for instance, the capital re- the grounds. The old residents of the fully commence until the fourth inas business manager of the interests quired to handle it would be less, and county were addressed yesterday aft- ning, when five crimson hosed lads the merchants, who was a thorough of the Nebraska Lighting company. a further saving might be effected in ernoon by Congressman C. F. Reavis, tallied with scores and broke the believer of the co-operative method of Mr. Ponsler has been connected with the elimination of all losses through who made a most pleasing impres- shaky defense of the visitors up comthe Red Oak company at Shenandoah, the accumulation of bad accounts. If sion upon the large crowd with his pletely, as well as shattered the Iowa, for some time and comes here consumers were satisfied to enter a remarks and presented a very able reputation of Mr. Loberg as a slab highly recommended and is a most store and make selections for their statement of a number of the leading artist.

pleasant and genial gentleman whom requirements, carrying home their questions confronting the nation at the people of Plattsmouth and the purchases, as they were handed over this time, which was thoroughly appatrons of the light company will find the counter, there could be charged off preciated.

a very considerable item for the decommunity if given the proper en- The change in management is made livery of goods, and the solicitation of reunion and will bring to Union all this time the decision of the umpire so that Mr. R. C. Wood, the former orders. There are other directions in the older residents of the county who while Craig was at bat occasioned a manager, can be placed in charge of which money could be saved undoubt- are able to reach that place to join great deal of discussion. Craig was the construction work on a number of edly, but the fact remains that the in a day's visit with each other and batting when a ball delivered by the new lines projected by the lighting people do not desire that these econo- recount old times and pioneer days in pitcher was knocked out in the dia company in Iowa. Mr. Ponsler, in mies be instituted. There is a demand Cass county, while the younger gen- mond either by the batter or through for credit accommodation and for eration will enjoy themselves at the hitting the shoe of the Nehawka service, and buyers will patronize the various amusements provided for the catcher, and this was called a fair stores which afford these facilities, so occasion. The Holly orchestra of this ball by the umpire, and on it Smith that it would be practically futile to city furnished the music last evening was retired at third, while Craig street and a couple of mules in the has become thoroughly familiar to reduce the cost of doing business up- at the Becker hall for the dance, which reached the first sack safely. Beal center of the street hitched together. the new manager he expects to be able on a comprehensive scale, although was one of the features of the enter- was walked by Loberg and was fol-Each mule is straining to reach the to meet the patrons of his company the merchant who does not make tainment program and was quite lowed by Parriott with a hit to short, personally. He is a young man, but every effort compatible with the destreet and, of course he does not make has had considerable experience in mands of his trade to hold the ex- a large number from this city went registered at the plate. Herold, who any progress because they are ap- this line of work and is well pleased pense account in check is certainly to Union over the Missouri Pacific. was next up, placed a clean hit to the

ROY

the expense account goes to the support of activities which are indispens-

able to the support of the town in



the rest here at the home of his The Nehawka Team Outclassed, but What They Lost in Playing Made Up in Good Fellowship.

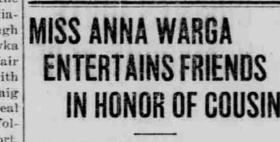
The fifteenth straight victory for the Red Sox was witnessed by a fairsized crowd and the Nehawka lads, who were the opponents of the crim-**UNION THE FIRST DAY** son hose legions, were humiliated by the score of 13 to 2, and it really should have been a shutout for the Parties from this city who were in playing and kidding indulged in by locals if it had not been for the loose there were eliminated many features quite a good crowd for the opening the mound act for the Nehawka team,

> In this inning Pittman was retired on a fly to right field, while Smith was given a lease of life by Loberg Today will be the big day at the and Parker hit by the pitcher. At

largely attended. This morning quite and on this Parker and Creig both while a great many drove there in left garden that brought in Beal and Herman, who is here from Chicago, So far as the public is concerned, automobiles to enjoy the day's out- Parriott; Mason, with a grounder to short was safe, as through an error tives and friends. At 5 o'clock in the the ball was not handled fast enough evening the daintily arranged table and Herold scored. Greko ended the inning by being put out at first.

In the fifth six more runs were net- the jolly party proceeded to enjoy a ted by the locals, when through time- most delightful dinner, consisting of MONDAY, AUGUST 16, 1915.





'rom Friday's Daily. Yesterday afternoon Miss Anna Warga entertained a few lady friends in honor of her cousin, Miss Mona Illinois, for a month's visit with rela-

was set on the cool and commodious porch of the Warga home and here

quarter, SE quarter, 24-12-13. Consideration F. W. Fowler to P. J. Mar-



however, the cost of doing business is ing. the element that brings profit to the community, rather than to the retail trade itself. Practically every item in FIRST REAL BATTLE

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. From Saturday's Datty.

the professional men, the newspaper men, the ministers, the farmers and manent sidewalk on the east side of which goes into his cash drawer from saloon of William Hinrichsen, when grounder to short that was not occasion in which they had participatall other citizens of Aledo should the William Holly building on Main the sale of goods. That 20 cents does a number of parties from near Rock handled in time, and scored Parker on ed. The evening was spent in listenpull together for the benefit of all, street is getting under way and soon not enrich him. It goes into the Bluffs became involved in an alterca- the wild throw to first to catch Craig; ing to a number of musical numbers. and I think you folks will probably the work of making the fill for the pockets of the people themselves. It tion with Jack Neilson, a man work- Beal hit to short and Craig register- both vocal and instrumental, and the find this has been done to some ex- walk will be commenced. The old enriches the property owners, by mak- ing on the farm of John Urish, near ed on the wild heave of the pill to guest of honor, Miss Herman, who is tent before you leave our city, and board walk will be removed and the ing his holdings the more valuable. Mynard, and soon a general mix-up first; Parriott laid down a grounder an accomplished musician, gave a I would like to have a working motto areaway under the walk filled with It assists the producer, whether he be occurred, in which there was a great to third which was not handled clean. number of very much appreciated se-'Co-operation-pull together,' and it dirt, which will close up it up, as the a manufacturer or a farmer, for it many blows struck, and as is usual, and in throwing to first to retire lections. About 7:30 the jolly party might be well for us to bear in mind owner of the building has decided that supports consumers who make a better the one attempting to stop the fight- "Bradley" Beal came home with an- were taken out for an automobile ride, the graphic illustrations of the team it is useless to maintain it in its pres- market for their products. It is the ing got the chief damage. Mr. Urish other run. Herold hit to third and got which brought to a close a most deof mules going after the oats.

tion is one of the grandest words I soon as it has settled sufficiently. The and active money is the only kind of outbreak and Mr. Urish was struck in tired by Loberg to first, but on this Misses Mona Herman of Chicago, have ever heard. A man recently walk along this building will not be as money that really does any good to the nose by one of the combatants, but Herold and Mason both scored. Smith Marie Nesladek, Hilda Brinkman, said that co-operation is the most wide as that on Main streat, as the mankind. beautiful word in the English Ian- travel there is not very extensive, but There is a great deal of misconcep- spitoon which was thrown by some of short to first. guage. I believe he is right, too. Why will be made in such a manner that tion, of actual fallacy about the sav- the warriors, hit Mark on the hand Two more runs were made in the is it a sign of sanity an absolute should it be decided later to make the ings that accrue from sending money infficting quite a gash and retiring eighth by the locals, giving them a sign of sanity that you men come walk wider it can be done without a away from the home town for mer- him from the front of the battle. total of thirteen. here for your semi-annual conven- great deal of work or expense. This chandise. Experts who have given the Acting Chief Jones and Officer Grebe The two runs of the visitors were unday attending to some matters of lain's Liniment and observe the direction, to exchange ideas and co-oper- is the last section of board walk in subject the closest investigation, as- arriving on the scene began a general due to the looseness of the Sox ma- business, and the little daughter will tions given therewith faithfully, you ate, and I can prove it.

out walking with those fifteen in for walks and acts on them.

sane men for all the money in the world. You couldn't hire me to do it.' And the keeper just patted him on MR. AND MRS. LANG 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 Dally.

Henry W. Baughman of near Cedar Creek, who had his right arm torn off tend the N. E. A. at Oakland, as well a few days ago at the Cedar Creek nicely, and his wife and daughter, has been superintendent of schools of city, Saturday afternoon received 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.

after some business and visiting with Wyoming. county seat friends. While here Mr. Heeney called at the Journal office to FOR SALE-Mule, 3 months old. In- success he has met with. renew his subscription to the paper for another year.

HERE FROM THE CANAL

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 at-

quire at V. Balohlavy, on Maiden

Lane

From Saturday's Dally.

IS GREATLY NEEDED which the merchant is located. If it costs him 20 per cent to do business, which the merchant is located. If it that means that he is paying out for clerk hire, for rent, for taxes, insur-

From Friday's Dany.

goods .-- West Coast Trade.

the Canal Zone for two years. He has notice from the pension department at

the business section of the city and sert that it costs the mail order houses round-up of the men, and Neilson and chine, and for a moment thrilled the remain here for a week's visit with will recover in much less time than is "A keeper of an insane asylum re- they are hard to find even in the resi- from 5 to 10 per cent more to do busi- John Smith were escorted to the city rooters for the visitors, but in vain, cently was out walking with fifteen dence section, as the property owners ness than it does the regular retail bastile, where they could calm down. as the odds were too great against Meisinger.

of the inmates and a man, a friend have in the past few years placed merchant, so that when actual values Bystanders who had dipped into the them. of his, met him and said: 'Fred, are many miles of permanent walk along are considered, they cannot sell game made it really worse than it The tabulated score of the game you out here all by yourself? I the streets of the city which is con- cheaper than the home dealer, but it was by insisting on a general clean- was as follows: would think that you would feel stantly being added to, and there is does make a vital difference where up of everybody connected with the afraid that they would jump on you hardly a session of the council but the 20 or 25 per cent of the cost of fight by arresting them, but several

> the community is being deprived of city made their getaway. Smith was Parriott, 3d..... 5 the money which is its very life blood, released on a cash bond to appear to- Herold, c..... 5 2 for it is the money that passes from day for trial, and Neilson received a Mason, lf...... 4 0 1 1 person to person, performing some fine of \$10 and costs this morning in Grekok, p...... 5 1 1 1 3 useful function with each interchange, Judge Archer's court. This morning Officer Jones rounded Smith, rf..... 2 0 0 1 0 and adding to the wealth of the people as a whole. The cost of doing busi- up William Shera, one of the men who Parker, ss. 3 2 0 1 4 ness, whether high or low, is a useful was reported as being mixed in the Craig, 1st 5 2 1 11 0 ZONE MAKING VISIT ness, whether high or low, is a useful was reported as being mixed in the expenditure to the man who buys 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 A. R. Lang of Balboa Heights, JUDGE ARCHER SECURES PENpolice acted promptly in the fight and Anderson, cf..... 3 0 1 2 0 the participants will all be given an Miller, c..... 3 0 SION FOR MRS. ALICE SAGE opportunity in settling the matter by Ruthledge, 3d. 4 paying a fine.

AL FOR SOME TIME

John Urish and son, Virgil, who Kimldorn, ss..... 4 1 were mixed in the affair, were fined Nelson, 1st. 3 0

Judge M. Archer, who has handled \$5 and costs on pleading guilty, in Loberg, p..... 4 0 as the exposition, and visit friends at the pension cases of several hundred order to be able to return home and Moose, If 1 0 gravel pit, is reported as getting along San Diego and at Orange. Mr. Lang persons during his practice in this not be forced to stay and await trial. Johnson, cf. 3

The Clerk Guaranteed It.

a corps of teachers numbering sixty- Washington that the application of five, twenty of whom are colored and Mrs. Alice Sage of this city for a "A customer came into my store the given a rest and Mason and Beal who teach the colored schools of the widow's pension had been granted and other day and said to one of my clerks, were called to the mound to work on zone. He will return to Panama about that she would be given the sum of have you anything that will cure the visitors, which they done to satis-September 15th, but Mrs. Lang will \$12 per month, dating from the time diarrhoea?' and my clerk went and faction and the baseballists from our W. H. Heeney and son, Bernard, remain until a month later. Before of filing the application. The case got him a bottle of Chamberlain's southern neighboring village were unfrom near Weeping Water, were in going to the Panama canal zone Mr. was one that required considerable Colic, Cholera and Diarrhoe Remedy, able to connect with their puzzling dethe city for a few hours today looking Lang engaged in school work in work on the part of the judge in se- and said to him, 'if this does not cure livery. The attendance was only fair curing the facts for the department, you, I will not charge you a cent for and will not net a large amount of and he feels well pleased with the it.' So he took it home and came "kale" for the boys. The Nehawka back in a day or two and said he was team were a nice appearing bunch of

cured," writes J. H. Berry & Co., Salt young men and worked hard in the 6-9-2hwkly Letter files at the Journal office. Creek, Va. Obtainable everywhere. game, but were clearly outclassed.

ly hitting, together with the errors spring chicken galore, together with of the visitors, they swamped the Ne- sandwiches, salads, lemonade, fruit IN PLATTSMOUTH hawka team. Pittman, the first up, and ice cream and cake. During the was walked, and was sacrificed to sec- afternoon a number of kodak pictures ond by Smith, scoring on the drive of were secured of the young ladies, ance, and the various items making Last evening about 5:30 quite a Parker to short, while the runner was which will be greatly enjoyed by them The preliminary work for the per- up the total 20 cents on every dollar disturbance was occasioned at the safe at first; Craig followed with a as pleasant mementos of the happy ent condition, and accordingly the new element that contributes to prosperity and Mark White, who were attracted away on the error of the third sacker. lightful occasion. Those enjoying the "I think that the word co-opera- walk will be made on the new fill as and progress, for it is active money, by the noise, attempted to quell the Mason was walked. Greko was re- hospitality of Miss Warga were: was unable to tell which, and a ended the inning by being railroaded, Amanda Sattler and Mr. and Mrs. Jess F. Warga.

George P. Meisinger, jr., wife and

RED SOX. AB. BH. R. O. A. E.

Pittman, 2d..... 3 2 2 1 2

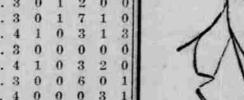
NEHAWKA.

Mason, 2d..... 3 0 0 0

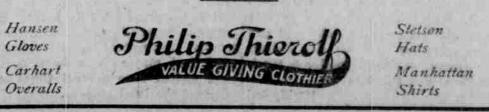
0 2 0

In the last two innings Greko was

AB. BH. R. O. A. E.



your most critical "once over."



shall, lot 5, block "A," Treat's addition, Weeping Water. Consideration 1.00 P. J. Marshall to Francis M. Fowler tot 5, block "A," Treat's addition to Weeping Water. Consideration 1.00 G. W. Voss to B. L. Philpot, lot "E," block 6, Riverside addition, Weeping Water. Consideration 1.00 Annie Voss to B. L. Philpot, lot "D." block 6, Riverside addition to Weeping Water. Consideration 1,500.00 John Garber to Herman Dall. lot 1. block 1, Manley. Consideration 215.00 August Theile to Farmers' State Bank of Avoca, part lot 6, block 13, Avoca. Consideration 975.00

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+ REAL ESTATE TRANSFERS

From Friday's Dally.

George H. Falter to Philip

D. J. Pitman to S. B. Bar-

Thierolf, part lot 11, block

rows, lot 3, part lot 2,

block 16, Latta's addition

Trilety, part SW quarter,

NE quarter, part NW

Lizzie · Pearlman to A. J.

28, City. Consideration. . \$3,500.00

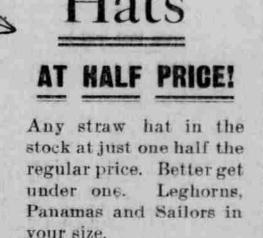
to Murray. Consideration 2,900.00

1.00

For a Sprained Ankle.

traw

If you will get a bottle of Chamberlittle daughter were in this city Sather grandparents, Mr. and Mrs. Jacob usually required. Obtainable everywhere.



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

