

# The Plattsmouth Journal

PUBLISHED SEMI-WEEKLY AT PLATTSMOUTH, NEBRASKA  
Entered at Postoffice, Plattsmouth, Neb., as second-class mail matter

R. A. BATES, Publisher

SUBSCRIPTION PRICE \$2.00 A YEAR IN FIRST POSTAL ZONE  
Subscribers living in Second Postal Zone, \$2.50 per year. Beyond 600 miles, \$3.00 per year. Rate to Canada and foreign countries, \$3.50 per year. All subscriptions are payable strictly in advance.

The hope of the world powers is that everything soon will be Teuton right.

The Fascists probably think that their salute gives them the upper hand.

"Sweet Adeline" is still the bottle hymn of the republic, regardless of prohibition.

The fellow who hated to attend class while in college now has a wife who gives him a lecture nightly.

One of the dangers of traveling the highways of Nebraska is being dumped into a ditch by a one-eyed auto.

Depression has hit some sections so hard that farmers no longer put out scare crows. They know crows will not believe them.

"Prosperity is just around the corner," says a Pollyanna circular from Wall street. Yes, it has been there for quite a while, we've been told.

What President Hoover hopes will result from the disarmament conference, as we see it, is that the powers will greet each other with open arms.

Lenz and Culbertson, bridge experts, wrangling as to the merits of their systems, plan to settle it out in a game. They'll lay their cards on the table, as it were.

Speaking as people unaccountably do now and then, of the Omaha baseball club, a local sports lover complains that men now fly around the world in less time than it takes the Burch boys to get a man around to home base.

A tip to the unemployed: Learn to talk Armenian and go out and sell Oriental rugs.

Experience has taught that the best way to stop hitch-hiking is just to let them hike.

As regards another World war, history needn't repeat itself. We heard it the first time.

Shame contracts the spirits, fixes the ramblings of fancy and gathers the man into himself.

Charity is what some people have to call for after over-playing faith and hope in the speculative markets.

Strange, we haven't seen any reports yet this year of anyone frying eggs for their noonday meal on the pavement. The season is here—let's hear from you, boys.

H. T. Chase, of the Topeka Capital brings up a question we're all interested in: When Mr. Rockefeller says he hopes to beat a hundred, does he mean his age or his golf score?

Leon Trotzky, although exiled from Russia for more than two years, remains loyal to the principles of Soviet government, he declares. "I shall never desert you, Mr. Micawber."

For a splendid piece of paving at any speed U. S. No. 30 west from Ames to Columbus can't be beat. No rail crossings and easy curves, all of them like that through the Wiles farm, make the sky the limit so far as really dangerous speed is concerned on the open road. When traffic is thick or trucks numerous—well, that is a different story.

Ina Claire, movie actress, seeks a divorce from John Gilbert, movie actor, on the grounds of "mental cruelty." Why not call it a busted romance, and let it go at that?

Those who are satisfied to keep Billings and Mooney in prison because they are "dangerous characters," seem to overlook the fact that the original charge was something else.

A Kansas City hostess was quite effectively rebuked by a guest as she served the cold consommé the other night. The guest said he always preferred his jello dessert at the end of the meal.

Local Catholics are looking forward to next Sunday's picnic and recreation program at Naeve's park. The Plattsmouth band and one from Omaha will play during the afternoon and evening.

Mahatma Gandhi says as soon as he arrives in London, he's going to present Britain a bill for six million dollars. Britain, knowing what to expect, may proceed with the arrangements for the welcome.

Nothing is tougher in life, as far as we know, than for a small boy to be good all day on the promise of a swimming excursion in the evening, only to have company drop in and postpone the swimming party.

We gather from fragments of his remarks, that John McGraw thinks the umpiring in the National league this year is pretty bad, but we can't tell whether he thinks it's worse than it was last year, or just no better.

### HOT—HOTTER—HOTEST

June temperatures were the highest average recorded in years; then came July with other hot days—now August is just ahead of us. What kind of weather it will bring we know not. But we are sure everyone would appreciate at least a little respite from the extreme heat. A good, slow rain would help things wonderfully and "save" the corn crop, that is beginning to burn here and is badly damaged further north in the state.

We can't control the weather—and must take what we get. But it is permissible to wish for the things we want—whether it does any good or not.

### TYING THE NATION TOGETHER

The process of tying every part of the United States to every other part of the United States by means of modern, hard-surfaced highways is going on more rapidly than ever before. It is a big program for this is a big country. But we only have to look back a few years, to the days before the automobile, to realize what tremendous progress has been made.

One would have to go a long way into the back country these days to find a main-travelled road as bad as even the average highway was twenty years ago. Where today is there a main road that is not passable for teams in any feather? There used to be thousands of them in which the farmers' wagons would be mired hub-deep in the spring and defy all efforts of horses, mules and oxen to move them.

It has cost us something to build our national system of highways, but the result has been worth the cost. Some states have built more roads than others, but every state is doing its share. This year the greatest increase in highway expenditure is being made by Louisiana, with a \$71,950,000 road budget for 1931 as compared with about half as much last year. All told, states, counties and the Federal government are spending \$259,897,000 on roads this year. That is only \$15,000,000 or so more than last year. New York, naturally, is spending the most, a hundred and fifty-three millions, with Pennsylvania, second. Sixteen states are spending less on roads this year than last, 32 of them more.

One noticeable result is the greatly increased freedom of intercourse between all parts of the nation. The people of one section no longer regard those of others with suspicion, as strangers. It is probably true that the majority of Americans have travelled farther from their home communities, seen more of the rest of the world outside their local boundaries, than have any appreciable proportion of the people of any other country. That alone will, in time, make us a broader-minded, more cultured people than is to be found anywhere else.

### OKLAHOMA IS CHALLENGED

Odds of the Red River bridge controversy between Texas and Oklahoma have veered sharply in favor of the former commonwealth. Oklahoma may have its old Spanish treaties which give it jurisdiction on the Texas bank of the river, as Governor Murray of that state has announced. But Oklahoma had better watch its step, none the less. For Texas has something else. It has its rangers, who seem to know a thing or two about the use of firearms. Oklahoma marksmen may feign skepticism, but the Texas rangers seem to have the edge in marksmanship. Ranger Goss rips off the edge of a playing card at twenty paces, firing his pistol upside down, while Ranger Hickman, nonchalantly shooting from the hip, picks off eighteen out of twenty matches at half a hundred feet.

What Rangers Goss, Hickman and their fellows could do to those old Spanish treaties once they were floundering on the southern bank of the stream, any Oklahoman with a fair amount of imagination readily can see. If necessary, Ranger Goss or Hickman could close his eyes, turn his back on Oklahoma, shoot over his right shoulder and across the river to clip the enforcement clauses from those treaties lying safely locked up, it is presumed, in the capitol building vaults at Oklahoma City.

But no matter where they are, the treaties wouldn't be safe with Rangers Hickman and Goss around. Oklahoma had better retreat to a new defense position.

Paving of approaches leading to the new viaducts on U. S. No. 75 north of this city will not be held up until next year, it is said, but commenced in the near future. The type of earth used for the fills and the rigid requirements of rolling each thin layer, eliminate necessity of long waits for settling. At the same time the road north from the Platte river bridge will be paved in sections, using Quick Set cement, so that traffic will be interrupted the least possible length of time.

The dry weather has dried up a lot of lawns that might have stood a splendid chance of winning prizes in the Better Gardens contest. Everyone can't afford to use water extensively for lawn-soaking in the hope of winning a mere prize. Too bad the efforts of those hard-working folks to help improve the appearance of our town cannot be rewarded equally with the ones who can pour a stream of water on their efforts and keep it green until after judging has taken place.

### A MESSAGE TO MERCHANTS

How do you measure the cost of your advertising? How do you figure your rent for a holiday when your store is closed? Or for the stormy day when your business drops to zero?

As a matter of fact, your business determines your rent. It is 4, 5 or 6 per cent of your volume. That is exactly the basis on which you should figure your advertising.

Never charge your advertising expenditure against the particular item that you advertise today, tomorrow, next week, or any time, because, if you do, you fool yourself and interrupt your action. Many retailers who were doing the right thing, at different times, have stopped because they failed to figure their advertising in the same manner as they figure rent and all other overhead.

The retailer who does \$50,000 a year should be keen to invest \$2,500 for the purpose of increasing his volume. On a volume of \$100,000, he should invest \$5,000. The retailer doing \$200,000 should invest \$10,000 to hold what he has, and to secure additional business. 5 per cent is normal. You should be eager and determined to invest that much to force an increase.

But what is the habit of most retailers? They start out with the intention to do things, and then they are moved by moods and whims, and they cut corners, and when they slide by a month or two, or a season, without spending much for advertising, they congratulate themselves on having saved money, actually believing that they did save it because business did not fall off, or because the other fellow's business may have fallen off equally with their own. They lose sight of the fact that intensive effort would have given them enough more business to make the 5 per cent investment to get the business highly profitable.

It's funny, Mr. Merchant, you understand your rent, your payroll and other expenses, because they are fixed and you can't juggle with them, but you sight tight on the very thing that is likely to be instrumental in doubling your profits.

When a manufacturer wants to do more, he puts on another salesman to cover new territory. When you solicit men who are not now doing business with you, it amounts to the same as going into new territory. You want the business, but you hope that it will come without expense. You want it to fall to you. You get your average, but you would do more if you pressed for it.

Just now the Journal is going into Iowa on a campaign for business for Plattsmouth merchants. You can participate in this campaign each week at a small expense and regardless of what commodity you sell, the cost of your printed message to our neighbors in the "Tall Corn" state will be far more than offset by the increased business that will come to you—not all the first week, or the second, but in a steadily increasing volume as your name becomes known to the people of this virgin trade territory.

Don't look for some "fancy" way to advertise. Don't try to jerk men off their feet and into the store with "bang" copy. That kind of copy may sound good to you; your friends may compliment you on your clever stuff; the family and the boys in the store may like it; but when it comes to doing business you will find that the calm, persuasive salesman, whether he talks or writes, will create the impression that you want to create in the minds of the men who are eager to get their money's worth.

Stick to business, Mr. Plattsmouth Retailer. Write sensibly—give your ads the proper "punch"—no more, no less. Suppose the time was ripe to sell Fall and Winter clothing and you wanted people to come to you for it. How would you write your ad—what would you say—and how would you say it? Would you write one of those "corking-good" ads—or would you strive to make your message as earnest and convincing as the one we are now writing to you?

When you advertise shirts or butter—or prunes you will sell more of the commodity advertised than you are in the habit of selling, but you may have an idea that you should have sold a great many more because of the cost of the ad. You fail to appreciate that the new customers that your shirt—butter—or prune—ad brought in will be good for other merchandise.

You have in mind salesmen who called on you for some time before they succeeded in doing business with you, and now you are doing considerable business with them. They stuck until they got you, and you can do the same thing in your own way right here in Plattsmouth. In not doing it, you keep yourself from making more money. You need take only a small percentage from your com-

petitors to give you a decent increase.

You sell a hat to a new customer, or a few yards of dress goods to a lady who's never been in your store before, and either of these may grow to be worth \$100 or \$200 a year to you. You hold on to him (or her) for several years. The profit on that one new customer will pay the cost of moderate advertising for weeks to come as an aid to securing many more. One, and then another, becomes a friend of your store. In the course of a year you have added quite a number to your group. Daily, weekly, monthly, your volume grows larger. This is what WILL happen when you keep active!

Now, tell me, what are you afraid of? What is it that you don't see clearly? It doesn't do for you merely to agree with us. What we want to know is that you will give advertising a fair trial—that you will do your share in reaching out after new business—

The number of new customers that can be secured through persistent advertising may give you a 25 per cent increase in business this fall and winter—which is a lot more pleasing than to face prospects of a decrease in volume these hard times. But if you are afraid—if you are timid—then there is nothing we can do to help you.

Count the people in this trade territory. Figure how much they spend. How much of their money are you getting? We have given you a pretty good understanding of the co-operation you may expect from us. Dig in, and let's go to it and work together closer than ever before during these depression times, to bring new business to Plattsmouth and hold all the old business here.

You can begin right now by calling us up and saying, "My ad is ready!"

### HIGHWAY GIVEN DESIGNATION

The route between Omaha and St. Joseph, Missouri, down the east side of the river, thru Glenwood, Sidney, Hamburg, and "below-the-line" Missouri towns has been given an official designation and will hereafter be known as No. 275, being thus marked.

Recently, when towns along that route held a meeting to discuss plans for having their new paved route "put on the map," some Nebraska communities got scared lest they lose U. S. 75, the Galveston to Winniepeg route, which passed thru here and over which the caravan of southern city autos passed today.

The result of this agitation, as announced last week, proves their fears were groundless. Also, fear of traffic taking that route in preference to the Nebraska side is rather far-fetched. Right now a lot of people are driving that way, because of paving and viaduct work on U. S. 75 causing many detours all along the route, which passed thru here and near south of Auburn.

When the work is completed, motorists will flock to this paved route in preference to Iowa's 18-foot concrete slab and the one-way traffic pavement along portions of No. 275 in Missouri. Driving over 9-foot pavement on a two-way road is just about like having no pavement at all, when weather is bad and slippery conditions prevail.

### LARGER PARCELS PERMITTED

The Post Office department is permitting the mailing of larger parcels—so large that there are now few things that can't be shipped clear across the continent by mail.

A decade ago large parcels were not accepted for transmittal beyond the rural routes extending from the towns where they were mailed. Then the bars were let down and a couple of "zones" included. Now, if you have the price, you can mail big and bulky packages to California or New York.

### Phone your Job Printing order to No. 6. Prompt service.

### NOTICE TO CREDITORS

The State of Nebraska, Cass County, ss.

In the County Court, In the matter of the estate of Gertrude E. Morgan, deceased.

To the creditors of said estate: You are hereby notified, That I will sit at the County Court Room in Plattsmouth, in said County, on the 21st day of August, A. D. 1931, and on the 21st day of November, A. D. 1931, at ten o'clock in the forenoon of each day to receive and examine all claims against said estate, with a view to their adjustment and allowance. The time limited for the presentation of claims against said estate is three months from the 21st day of August, A. D. 1931, and the time limited for payment of debts is one year from said 21st day of August, 1931.

Witness my hand and the seal of said County Court this 20th day of July, 1931. A. H. DUXBURY, County Judge.

Time is nearly up for filing the truck-license referendum petitions. Claims and counter-claims make it uncertain whether enough signers have been secured at this time to insure placing the matter on the ballot a year hence. At any rate it is a fight to the finish between the railroads, who charge subsidy in allowing state owned roads to be used for commercial purposes and the truckers who point to the extensive land grants of other years to the railroads themselves.

### NOTICE TO CREDITORS

The State of Nebraska, Cass County, ss.

In the County Court, In the matter of the estate of John Gomerding, deceased.

To the creditors of said estate: You are hereby notified, That I will sit at the County Court Room in Plattsmouth, in said County, on the 21st day of August, 1931 and on the 23rd day of November, 1931, at ten o'clock in the forenoon of each day to receive and examine all claims against said estate, with a view to their adjustment and allowance. The time limited for the presentation of claims against said estate is three months from the 21st day of August, A. D. 1931, and the time limited for payment of debts is one year from said 21st day of August, 1931.

Witness my hand and the seal of said County Court this 24th day of July, 1931.

A. H. DUXBURY, County Judge.

### SHERIFF'S SALE

State of Nebraska, County of Cass ss.

By virtue of an Order of Sale issued by C. E. Ledgway, Clerk of the District Court within and for Cass county, Nebraska, and to me directed, I will on the 1st day of August, A. D. 1931, at 10 o'clock a. m. of said day at the south front door of the court house in the City of Plattsmouth, Nebraska, in said county, sell at public auction to the highest bidder for cash the following real estate to-wit:

Lot Three (3) in Block 50 in the City of Plattsmouth, Cass county, Nebraska.

The same being levied upon and taken as the property of Cornelius Mahoney, et al. defendants, to satisfy a judgment of said Court recovered by Daniel G. Golding, plaintiff against said defendants.

Plattsmouth, Nebraska, June 26th, A. D. 1931.

BERT REED, Sheriff of Cass County, Nebraska.

By REX YOUNG, Deputy Sheriff. 129-5w

### SHERIFF'S SALE

State of Nebraska, County of Cass ss.

By virtue of an Order of Sale issued by C. E. Ledgway, Clerk of the District Court within and for Cass county, Nebraska, and to me directed, I will on the 1st day of August, A. D. 1931, at 10 o'clock a. m. of said day at the south front door of the court house in the City of Plattsmouth, Nebraska, in said county, sell at public auction to the highest bidder for cash the following real estate to-wit:

The North 149 feet of Lot Eleven (11) in the northwest quarter of the northwest quarter of Section Nineteen (19) Township Twelve (12), Range Fourteen (14), East of the 6th P. M. in the City of Plattsmouth, Cass county, Nebraska.

The same being levied upon and taken as the property of Sarah Catherine Higley, et al. defendants, to satisfy a judgment of said Court recovered by Daniel G. Golding, plaintiff, against said defendants.

Plattsmouth, Nebraska, June 26th, A. D. 1931.

BERT REED, Sheriff of Cass County, Nebraska.

By REX YOUNG, Deputy Sheriff. 129-5w

### NOTICE OF HEARING

on Petition for Determination of Heirship

Estate of Roy Austin, deceased, in the County Court of Cass county, Nebraska.

The State of Nebraska, to all persons interested in said estate, creditors and heirs take notice, that Ogaretta Austin has filed her petition alleging that Roy Austin died intestate in the State of California on or about November, 1927, being a resident and inhabitant of the County of San Bernardino, in the State of California, and died seized of the following described real estate, situated in Cass county, Nebraska, to-wit:

An undivided one-fifth interest in and to the northwest quarter of the southwest quarter of Section 24, Township 19, Range 13, east of the 6th P. M., Cass county, Nebraska—

leaving as his sole and only heirs, to-wit:

Ogaretta Austin, widow; Richard Austin, son; Robert Austin, son; Clea Austin, daughter—

and praying for a determination of the time of the death of said Roy Austin and of his heirs, the degree of kinship and the right of descent of the real property belonging to the said deceased, in the State of Nebraska.

It is ordered that the same stand for hearing the 7th day of August, A. D. 1931, before the court at the hour of 10 o'clock a. m., in the Court House in Plattsmouth, Cass county, Nebraska.

Dated at Plattsmouth, Nebraska, this 8th day of July, A. D. 1931. A. H. DUXBURY, County Judge.

# "Like FINDING MONEY"

Less time and less gasoline used up on every trip—extra furrows from each plowing day—a shorter time with the threshing gang on your payroll!

These are a few of the advantages of using new RED CROWN ETHYL.

Add the greater economies from smaller repair and overhauling bills and we think you'll agree with the customer who remarked that "Using new Red Crown Ethyl is like finding money."

For pick-up, power and economy in truck, tractor and passenger car there is no substitute for new Red Crown Ethyl.

STANDARD OIL COMPANY OF NEBRASKA  
"A Nebraska Institution"



At Red Crown Service Stations and Dealers everywhere in Nebraska