

Avoca Mothers-Daughters Hold Annual Tea

Mrs. Elizabeth Kirchheck, Ninety, Is the Oldest Mother Present at Pleasant Event.

Mrs. Elizabeth Kirchheck, ninety years young, walked briskly forward to receive the prize as the oldest mother present at the third annual mother-daughter tea in Avoca Thursday afternoon, May 21. Mrs. Anna Hillman won the prize as mother of the largest number of children. Mrs. Gauer had the largest number of granddaughters and Mrs. Dick Berner was the youngest mother present.

Eighty-four mothers and daughters attended. Mrs. H. H. Marquardt acted as chairman for the following program:

- Devotional period
- Mrs. Mary S. Harmon
- Eleanor Ruhga
- Henry Maseman
- V. P. Rawalt
- Corrine Hallstrom
- Ruth Ruge and Evelyn Schutz
- Walter Ruhga
- Henry Smith
- Patty Larson and June Maseman

Following the lunch Mrs. L. L. Larson acted as toastmaster. Misses Anna Marie Salling, Hazel Baier, Mrs. M. Sisco, and Mrs. Elmer Hennings responded on the theme "Home."

Mrs. W. O. Baier acted as general chairman and Mrs. Schutz as chairman of the decoration committee. The teas are sponsored by the Congregational Ladies' Aid Society.

SOCIAL WORKERS FLOWER CLUB

On Wednesday afternoon the Social Workers Flower club was delightfully entertained at the home of Mrs. Fred Spangler with Mrs. Geo. Mumm and Mrs. Ruel Sack assistant hostesses. After the usual business meeting several contests pertaining to Mother's day and Memorial day were held. A solo given by Mrs. Geo. Mumm, entitled "Mother," was very much enjoyed by everyone. She was accompanied at the piano by Mrs. Roy Coe. A paper was also read by Mrs. J. L. Stamp that had been written by her mother. Mrs. Mike Kaffenberger read a lovely poem. Several visitors were present. The hostesses served a delicious two course luncheon at the close of a most pleasant afternoon.

The next meeting will be held with Mrs. Meisinger as June is their guest day meeting.

FUNERAL OF JOHN VETESNIK

The funeral services for the late John Vetesnik were held this morning at 10:30 at the Sattler funeral home at Fourth and Vine streets. A large number of the old friends and neighbors were in attendance, attesting the high regard in which Mr. Vetesnik had been held in the community where he had long made his home.

The prayer service was given by the Rev. Father Kaczmarek of the Holy Rosary church.

During the services two vocal solos were given by John J. Cloldt, "Face to Face" and "Softly and Tenderly Jesus is Calling," Mrs. Cloldt being the accompanist.

The interment was in the cemetery west of the city beside the father and mother who have preceded him in death.

FAIRVIEW CLUB

The Fairview club held their annual meeting at the home of Laura Tritsch with Emma Terryberry, assistant hostess.

- New officers elected for the ensuing year are:
- President—Helen Gansemer.
- Vice-President—Margaret Terryberry.
- Secretary-Treasurer—Doris Tritsch.
- News Reporter—Agnes Wetenkemp.

The year book has not yet been made out but will be by the next meeting. The annual picnic will be held on June 14.

The club wants to thank Eleanor Terryberry for her splendid work through the year.

Notice Farmers

If you have to replant your field corn, and would like to plant Sweet Corn, write to—

Norfolk Packing Co.
Plattsmouth, Nebraska
or Call Phone No. 83

Four of Cuba's Presidents Honor Island Hero



An event which probably no republic in the world today could duplicate was staged at Havana, Cuba, on the occasion of dedication of a monument to Gen. Jose Miguel Gomez, second president of Cuba and famous patriot. Among the celebrities present at ceremonies were, left to right, President Jose Barnett, Miguel M. Gomez, president-elect and son of the second president, and Carlos Cespedes and Carlos Mendieta, both ex-presidents, all of whom have figured importantly in stormy Cuban politics.

Wabash News

W. F. Langhorst was called to Elmwood last Tuesday, where he was looking after some business matters for a short time.

Fred Bauer, of Manley, was visiting in Wabash for a short time last Wednesday, also going to Murdock to visit with friends.

The Standley store which was severely pelted by hail when the recent storm came, was repaired last week and the roof put in good condition so the rain will no longer get in and damage the goods and building.

Lloyd Richards was plowing his corn for the first time last Wednesday and although the stalks are not overly large and do not stand very high above the ground, they are big enough to plow if care is exercised not to cover them up, which is just what Lloyd has been doing.

Sherman Hathaway has been having some repairs made on his house, particularly the roof, which was damaged by the hail storm that visited this section some two weeks ago. He is also having the interior replastered where the old plastering fell off and will have some papering done, thus putting the house in very good condition.

Attended Funeral Sunday

A number from Manley went to Oakland to attend the funeral of the late Simon Obernalt, brother of Henry and Edward Obernalt. Among those who went were Henry Obernalt and wife, Edward Obernalt, W. H. McBride and family and John C. Browne.

Memorial Service at Cemetery

Yesterday (Sunday, May 24) memorial services were held at the Murdock-Wabash cemetery in accord with a custom that has prevailed for many years. The Wabash cemetery has a long history and many noted people of pioneer days are buried there, the first burial taking place nearly fifty years ago.

The cemetery had been cleaned up and the graves had been appropriately decorated, the entire grounds presenting a most pleasing appearance.

The address was made by Rev. W. A. Taylor, who has made the Memorial Sunday address for many years, and who for a number of years was pastor of the Baptist church here.

Many of the old time residents of this vicinity were here and enjoyed meeting the old time friends as well as those from Murdock.

Attorney Thomas Allen, of Lincoln, and his brother O. H. Allen, of Omaha, were among those present.

Former Citizen Dies at Oakland

Simon Obernalt, who was born near Wabash some 57 years ago, and who grew to manhood here, engaging in the barber business for a time, prior to going to Oakland, died last Thursday and was buried at the Swedish cemetery near Oakland.

When the call came for soldiers for the Spanish American war, he enlisted and was in the service throughout the war, after which he returned to Oakland, where he continued his work as a barber until some ten years ago, when he was elected water commissioner of his home town of Oakland, a position he held until the time of his death last week.

Some years back he was married, selecting as his wife a young lady of that community and to this union four children were born, who with the mother mourn the loss of the husband and father.

The funeral was held from the Swedish Lutheran church of Oakland, with interment there.

Simon Obernalt, Jr., the oldest son of the deceased, visited here last fall.

Death Ends Party



Agnes Daniels.

An evening of merriment aboard a yacht anchored in Chicago's Jackson Park lagoon ended in tragedy when the boat returning members of the party to shore during the early morning hours capsized, drowning pretty Agnes Daniels, in private life Mrs. Agnes La Blatt, night club dancer.

MANY ATTEND BASEBALL MEETING LAST NIGHT

From Saturday's Daily: There was a large attendance at the baseball booster meeting held at the Legion building last night, at which registrations were taken for free tickets for Plattsmouth night at the Western League park in Omaha to see the Omaha Robohoods play.

The booster meeting was sponsored by the Robinothood Brewing company, backers of the Omaha team, through the local distributor W. W. Wasley, and in addition to taking registrations for free tickets to the forthcoming game, liquid refreshments were served.

It is announced that those desiring to secure tickets may still register their name at Wasley's up until tomorrow night, when the list will

He Is Optimistic



Charles R. Gay

Optimism regarding business recovery in the near future and a belief that speculation in securities was becoming more intelligent was expressed by Charles R. Gay, above, president of the New York Stock Exchange, when he spoke before the tenth annual meeting of Associated Stock Exchanges in Cleveland.

be forwarded to Omaha so tickets may be issued for the registrants, to be called for Monday afternoon and Tuesday at Wasley's.

Precedent in Law Established in River Case

Judge J. W. Yeager at Nebraska City Hold Maritime Act of U. S. Does Not Apply to River Work.

Hearing a case for damages brought under the provisions of the United States maritime act, Judge J. W. Yeager, of Omaha, holding court at Nebraska City, Friday established a precedent in the first case of its kind tried. The court ruled that workmen on Missouri river pile-drivers are not seamen and therefore not eligible for damages for injuries under the provision of the act.

In delivering his opinion Judge Yeager instructed a district court jury to return a verdict for the Massman Construction company, sued by Carl F. Belk, Dunbar, for \$30,000 for injuries received while working on a pile-driver in the middle of the Missouri river.

Judge Yeager told the jury his decision would not rob Belk of a chance of full compensation under workman's compensation laws.

"I'm not taking away the right of an injured man to recompense, just removing the case from jurisdiction of Marine law," he said.

Admitting the navigability of the Missouri river, Judge Yeager found that the type of work pile-drivers are doing, which he said was building land, is not a maritime pursuit.

First of its kind in the state of Nebraska, the case was followed keenly by lawyers, especially those located along the Missouri river. Numerous other cases now pending have been held up until outcome of the Belk trial was determined.

Belk's attorney said he would "appeal to the highest court in the land, if necessary," in an attempt to reverse the decision.

Immediately after the plaintiff rested Friday morning, Massman attorneys moved for a directed verdict. After lengthy argument by counsel the motion was sustained.

FORMER RESIDENT DIES

From Friday's Daily: A heart ailment followed by gangrene yesterday noon claimed the life of Clyde LeRoy Adamson, 44, of 1484 Walnut Avenue, a painting contractor. Mr. Adamson died at the General hospital at Los Angeles where he had been removed late the previous day. He had been ill more than a year.

Mr. Adamson was born in Hamburg, Iowa, and came to Long Beach twenty-six years ago.

Survivors are the widow, Mrs. Ethel Adamson, a daughter, Eleanor, and son, Robert; parents, Mr. and Mrs. Sol Adamson, 726 Cedar Avenue, and a sister, Mrs. Bertha May Short of Pomona.—Long Beach (Cal.) Telegram.

Mr. Adamson will be remembered by many Plattsmouth people as the family made their home here for several years before going to the west coast.

Phone news items to No. 6.

WANTED ACREAGE

10 to 15 acres, improved or Unimproved—near town, on highway or good county road.

P. O. Box 245 PLATTSMOUTH, NEB.

Greenwood

Everett Reece was a Lincoln visitor Thursday. Arlo Goings, of Louisville, called in Greenwood Monday.

Donald Schaffer secured work on a telegraph crew this week.

C. O. Swanson and wife motored to Wahoo on business last Monday.

R. E. Mathews made a business trip to Kansas City via the Burlington Zephyr.

Mr. and Mrs. P. E. Clymer were business callers in Lincoln Tuesday afternoon.

E. L. McDonald reports 132 new pigs. The sixteen mamma pigs are doing well.

Harvey Schroeder's small son has a pretty sore foot as a result of stepping on a nail.

L. V. Sheffer has been in poor health for some time. His condition remains unchanged.

Aunt Rosa Axmaker went to Phillips, Nebr., to spend the summer with Erny McNurlin.

Meyer Bros. trucking company of Greenwood moved the coach, Mark Malchow and family to Lincoln last Monday.

L. C. Marvin is at the Lutheran hospital in Omaha for treatment. During his absence, G. V. Vant is carrying the mail.

Miss Marie Fitzgerald, of Plattsmouth was a caller at the Fred Etheridge home Tuesday evening. Her mother and Fred were children together.

Phillip Reece motored to Ashland Thursday evening to attend the commencement exercises, as Harold Reece, his nephew, was one of the graduates.

The J. V. Stradley and Sons manufacturing company sold two hammer type mills this week. They are kept busy all the time turning out orders for their various products.

Mrs. Frank Bingham and son, Frank, Jr., of Omaha, visited at the Fred Etheridge home Monday. Fred says his grandfather and her grandfather freighted across the western plains together in an early day.

O. A. (Oile) Anderson is cleaning, repairing and repainting his repainting his large garage here. The work is being done by Nels Anderson.

son of Greenwood and E. A. Pearson Wednesday night. Some good pictures are to be shown and we feel sure you will enjoy them.

To be Married Wednesday

Announcement has been made of the forthcoming marriage of Miss Elizabeth Shupe of Greenwood and Dr. Carl H. Dubler, of Omaha, at the Shupe home in Greenwood on Wednesday, May 27th, at 8 p. m.

Miss Shupe has been teaching school at Wann, Nebraska, during the past two or three years. Dr. Dubler is practicing dentistry at his office in Omaha.

They will be at home to their friends after May 30th, at their home at 3014 Franklin street in Omaha.

Mrs. Harry Kramer and Mrs. Elizabeth Yates of Wann gave a shower in honor of Miss Shupe last Tuesday afternoon, at which there were one hundred guests present. Elizabeth reports she received many fine presents.

Mrs. H. E. Warren of Greenwood and her Sunday school class gave Miss Shupe a shower Wednesday evening. Ice cream and cake were served to climax a very pleasant evening.

Inflated or ordinary dollars—either kind will still buy most if expended in your home community, where a part is retained to help meet the tax burden and other community obligations.

Modern Business Methods Have Greatly Decreased Number of Traveling Salesmen

Prosperous Era of 20's Ender for "Knights of Sample Case"—Business Methods Change

By MAURICE MERRYFIELD International Illustrated News Feature Writer

ST. LOUIS.—It is confidentially stated in many quarters that the depression is about over, but one finds no substantiation of this optimistic report from a class who rode the crest in the prosperous twenties—the traveling salesman!

While one might suppose that this traditional "menace" to the farmer's daughter would be back on the road in increasing numbers at the first sign of business improvements, it appears that the knights of the sample case are fading from the American scene.

Those breezy individuals who toured the land by thousands from the turn of the century until the crash in 1929—who knew most of their customers by first name and had for their main stock in trade a repertoire of racy jokes—these colorful figures appear doomed by modern business methods.

Gone are the days when these emissaries of business were evident in numbers at nearly any hotel in the United States, a fat cigar and derby perched at jaunty angle, the traditional insignia of their type. Voluble, good-natured, armed with a generous expense account, they radiated good cheer and geniality.

Salesmen Rode Crest in 20's

Without realizing it at the time, the work of the traveling salesman from 1915 to 1929 in establishing the first nation-wide distribution for the products of growing manufacturers spelled his doom. During the very height of the prosperity he was "riding for a fall."

In the twenties when high pressure methods of salesmanship and general over-expansion of industry made "the road" a highly lucrative profession, there were between 500,000 and 750,000 traveling salesman touring the United States. Chain store buying and consolidation had not yet affected him to any appreciable degree.

But today, when conditions have considerably improved in many fields, there are only about 100,000 "on the road."

And this comparison of figures does not tell the whole story. The traveling salesman today finds the going far different from "the good old days" when it was the ambition of many a lad to acquire "a line" and get handsomely paid for seeing the world.

Wholesale Buying Now Common Modern advertising and distribution methods have established nationally-known brands which require no good-will emissaries on the road. Wholesale buying by chain stores and



Diamond Jim Brady

"Pity the farmer's daughter, now that the 'city slickers' are vanishing from 'the road'!"

corporation which have absorbed thousands of smaller firms, once the bulwark of the salesman's trade, have also made life miserable for the modern custodian of the sample case.

In a surprising number of instances, even among smaller stores, the manager or owner personally visits the manufacturer to select his merchandise. This is becoming increasingly true of stores which handle wearing apparel. It is not uncommon for even the smaller clothing shops today to send a buyer to New York or Chicago twice or three times a year.

Large jobbers who handle all commodities needed by a drug, department or grocery store are also cutting into the preserve once sacred to the traveling salesman. Manufacturers who once had their own representatives on the road are turning over their products to these nation-wide jobbing concerns which take complete charge of merchandising and distribution.

"Diamond Jim" a Phenomenon

Even the smaller independents are being forced to adopt methods of large-scale business to survive. There are numerous co-operative purchasing agents for associations of independent merchants, another development which spells grief to the traveling salesman.

It is these factors, then, which have contributed to the decline of the traveling salesman. It is because of these reasons that the American scene will probably never again have such a colorful figure arise from the ranks of the "knights of the road" as Diamond Jim Brady whose sensational career probably marks him as the most successful of his type.

Gone forever are those colorful days when the lobby of nearly every small town hotel was lined with a row of genial expansive figures who exchanged stories, passed judgment on the passing village belles, and comprised a fraternal order of which Diamond Jim was president emeritus!