

# The Plattsmouth Journal.

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PLATTSMOUTH, NEBRASKA, THURSDAY, MARCH 18, 1937.

NO. 12

## Presbyterian Re-Dedicator Service Sunday

Rev. H. G. McClusky, D. D., and Rev. Luther M. Kuhns, D. D., Conduct Service.

From Monday's Daily—  
Plattsmouth's Presbyterian church, built in 1889, was rededicated in a service opening at eleven o'clock yesterday morning. The church was partially destroyed by fire October 31, and yesterday marked the first Sunday service since the reconstruction.

Mrs. Henry Goos, organist, opened the worship with the organ prelude, "Melodie." Rev. Luther M. Kuhns, D. D., of Omaha read the scripture from Hebrews 10: 19-31. It was followed by the anthem "Open Our Eyes" by the choir under the direction of Mrs. J. R. Reeder and prayer by Dr. Kuhns.

Greetings were read by Dr. Mc-



REV. H. G. MCCLUSKY, D. D.  
Pastor Since 1914

Clergy from Wm. F. Perry, D. D., moderator of the Presbytery, of Lincoln; Rev. Ross S. M. Cown, D. D., of Beatrice, moderator of the Synod; and J. W. Pressley, D. D., of Omaha, executive secretary of the Synod. All messages contained congratulations upon the rebuilding of the church and wishes for success. A short letter was read from the Knights of Columbus, who generously opened their hall to the members of the church for meetings while the church could not be used. Stephen R. Beckner, one who assisted in extinguishing the fire also sent greetings.

Special recognition was given to those who extinguished the fire, Carl Schneider, Karl Keil, L. O. Minor, Sam Arn, Ray Herrick, Carl Ofc, Franklin Kief, Dr. O. Sandin, Henry Jasper, Chas. Tunnell, Wm. Schmidtman, Clement Woster, Robert Wurl, Louie Lohnes, Max Fitzmayer, Herb



Interior of Restored Auditorium, First Presbyterian Church

Schutz, Fred Lugsch, Tom Walling, Steve Beckner, and the Glenwood fire department. The Plattsmouth firemen attended the service in a body.

H. T. Barnard of Garnett, Kansas, came to the desolate church after the fire and studied the charred remains. In that scene he visioned a plan of modified Gothic for the church. He drew the sketch that immediately pleased the planning committee, composed of Leslie Niel, Roy Knorr, Mrs. Henry Goos, Mrs. Russell Reeder, Mrs. John Sattler, Jr., Mrs. Sterling Ingwerson, Frank Cloidt, and L. O. Minor. Dr. McClusky paused to pay tribute to this committee for their

tireless work and energy in completing the plans.

Recognition was also given to those who worked on the building, Arthur Wurga, Herbert Johnson, Paul Wohlfarth, Herman Tiekotter, H. L. Kruger, Henry Lutz, Frank Gobelman, William Rice, Fred Rice, E. A. Rice, Orval Kintz, Chas. Tunnell, Wm. Hiner, Floyd Shanholtz, Glen Edwards, and John E. Schutz.

A fund left by Mrs. Mary Fetzter, a former member of this church, was used for the chancel, including all furniture as pulpit, paneled screen, communion table, session benches, and choir section. This beautiful addition to the church was dedicated yesterday as a memorial to Mrs. Fetzter.

Cary Marshall, twelve-year-old son of Mr. and Mrs. C. A. Marshall, gave his birthday money which he has been saving since his first birthday, to buy the pulpit Bible. Dr. McClusky commended the lad highly on his generous gift to his church.

Mr. and Mrs. Frank Cloidt restored the organ blower in honor of Mrs. Cloidt's father, John Becker. The baptismal font, contributed by Misses Caroline and Estelle Baird in honor of their father and mother, Dr. and Mrs. John T. Baird, was rededicated to match the new walnut furniture. Members of the Young People's society have given a Bible book mark and the pulpit lamp is a gift by Mrs. Robert Cappell and Mrs. L. L. McCarty in honor of their mother, Mrs. Christian Wohlfarth.

The console lamp was given by Miss Pearl Staats in honor of her father and mother, Mr. and Mrs. George Staats. Ladies of the church Federation contributed the beautiful carpet and the hymnals were given by many members and sponsored by the girls of the Westminster Guild.

Mr. and Mrs. Virgil Perry gave the offering plates and the vases for the chancel were donated by Dr. and Mrs. McClusky. Two folding screens in the Fellowship room were also given by Mrs. McClusky.

Mr. and Mrs. Roy Knorr gave the music stand for the choir. Members of the Sabbath school class, taught by Miss Pearl Staats, contributed a Christian flag.

The altar and chancel were artistically decorated with flowers. Dr. Kuhns gave the bouquets of white carnations and stocks on the altar and Mrs. John Sattler, Jr., donated the bouquets of red carnations, white calla lilies, and pussy willows which stood at either side of the entrance to the chancel.

Shubert's "Serenade" was played on the new organ by Mrs. Goos during the offertory. Mrs. J. R. Reeder, Frank Cloidt, and L. O. Minor sang "Praise Ye" by Verdi.

Dr. McClusky gave the sermon of the morning, using Psalm 127:1 as the text, "Except the Lord build the house, they labour in vain that build it." He emphasized the fact that the beauty of any house of worship is of

little value unless there is back of it the spirit of the worshipper and of God. The service of dedication followed.

"How Firm a Foundation" by the congregation was followed by the benediction by Dr. Kuhns and the postlude.

Outstanding in the new furnishings are the new pews which were made by D. W. Woods. The Reuter organ with the detached console is a source of pride for the church members as well as the wilton carpet of mulberry and the lovely chancel.

Among the former members who were able to attend the rededication

from a distance were Mrs. John Gorder of Springfield, Mr. and Mrs. Frank Johnson (Mrs. Johnson was formerly Miss Grace Walker), Mrs. Agnes Chapman, Mrs. Nellie Agnew, and Mrs. Marjorie Agnew Hastain, all of Lincoln.

### SHOWS SOME IMPROVEMENT

Mrs. Herbert Nelson, who was taken to the St. Joseph hospital at Omaha on Thursday, is reported as responding nicely to treatment. It is hoped that she may continue to improve and soon be able to return home.

## Wendell Heil Observes Passing of 89th Year

One of Well Known Residents of This Section of Cass County Where He Has Resided 69 Years.

Friday, March 12th, marked the passing of the eighty-ninth birthday anniversary of Wendell Heil, one of the long time residents of Eight Mile Grove precinct and at present living at Louisville.

The occasion was marked by a pleasant gathering of members of the family at the Heil home in Louisville, all but two of the children being present to join in the well wishes to the father, as well as several of the grandchildren and their families. The members of the party had come with well laden baskets and which produced a fine luncheon.

Wendell Heil was born in Hesse-Darmstadt, Germany, March 12, 1848, and when a babe of three years of age was brought by his parents to the United States, they settling in Tazewell county, Illinois, where so many of their countrymen had located. Here the childhood days of Mr. Heil were passed until in the late sixties he moved to Nebraska, settling in Cass county where other of the old friends and relatives from Illinois had purchased farms and were making new homes. Mr. Heil in 1869 purchased a farm in Eight Mile Grove precinct and where he resided for many years.

Mr. Heil has retained his health in splendid shape and is able to be around and active as a man of much younger years, looking after his daily tasks and meeting the old friends.

### HAVE TOUGH EXPERIENCE

From Wednesday's Daily—  
A party comprising residents of Union, had a very chilly and annoying experience last night along highway No. 75 near Fort Crook.

The group had stopped here for a short while at one of our refreshment places but this entertainment proved to be too tame and accordingly the suggestion was made that the party move on to Omaha where the entertainment is bigger and better.

One of the party insisted on driving the car and away the gas wagon spun northward over highway No. 75, hitting the shoulders of the paving on each side as it sped on. At last other members of the party were able to get the car stopped and at which the driver became peeved and grabbed, (or at least the members of the party thought he did) the keys to the car, he dashing off on foot in the direction of Dan Butler's stronghold.

The remaining members of the party decided at last to try and place a call to Union and secure a key that would allow them to start their car. This was done and the members of the party hovered in the cold along the road until at last relief came from Omaha. The examination by a flashlight disclosed that the keys to the car had been thrown on the floor of the car and had been there all the time the group shivered and waited for help.

### OPENS COURT TERM

From Monday's Daily—  
District Judge W. G. Kleck and Court Reporter Glenn Woodbury, departed for Papillion this morning where they opened the March term of the district court. It is expected that Judge Kleck will be kept the rest of the week in hearing the cases at Papillion.

## Quaker Oats Finds Journal Ads Profitable

One of Two County Seat Papers in This Area Given 26-Week Renewal Contract.

Six month ago, the Journal carried a news story about Quaker Oats company cutting down its magazine and large city daily newspaper advertising to substitute small town daily and weekly paper advertising of its product. This changed plan was in the nature of a test of the relative merits of the two forms of advertising, and a close check has been made of results, not only as a whole, but for each of the newspapers in which the ads have appeared, including the Journal.

A 26-week contract was entered into with many county seat papers over the state at that time, and charts kept on the increased sales of the product advertised.

Monday of this week, A. G. Hessler, representative of the Quaker company, was in Plattsmouth and renewed the Journal's advertising contract for another 26 weeks. In doing so, he stated that the Journal and one other paper in southeastern Nebraska are the only two in this area that are to be given renewal contracts.

The Journal welcomes the same close check on results by other advertisers that has been given by the Quaker Oats company, confident that the steady user of advertising space in our columns will find it profitable.

It has long been this newspaper's contention that judicious newspaper advertising is the mainstay of business success. Not all advertising is profitable; in fact, measured by the yardstick of a large national space user, advertising is virtually wasted unless it is (1) seen; (2) read; (3) understood; (4) believed and (5) wanted. The Journal can supply the first two essentials, but it is up to the advertiser himself to supply the latter three. Stated differently, but with the same meaning, is the old axiom: "Have what the people want; TELL THEM you have it."

It is most gratifying to be selected as one of the two southeastern Nebraska county seat papers to continue carrying the Quaker Oats ads for another 26 weeks, and a distinct tribute to the pulling power of Plattsmouth Journal advertising.

### MARRIED AT OMAHA

Saturday afternoon at 2:30 at the home of Mrs. Olive Johnson, 525 So. 26th street, Omaha, occurred the marriage of her daughter, Wilda Elizabeth, to Mr. Kenneth Morehouse of Belvidere, Nebraska.

The wedding was very quiet and attended by only immediate relatives of the bride and the attendants.

Miss Johnson wore a gown of dark blue crepe with accessories in the same tones of color. She was attended by Miss Mayone Sylvester of this city, who wore an attractive gown of gray taffeta with the accessories in gray also.

Mr. Morehouse was attended by Dale Brumbaugh, of Council Bluffs, both wearing gray suits.

The marriage lines were read by the Rev. Gomet of Kansas City, grandfather of Mr. Brumbaugh.

The young people will make their home in the future in Omaha as Mr. Morehouse is engaged with his father in the conduct of a fleet of trucks between Omaha and Chicago.

The bride was a member of the class of 1926 of the Plattsmouth high school and since completing her school work has made her home with the mother in Omaha.

### RECEIVES SUSPENDED SENTENCE

From Monday's Daily—  
This morning in the county court a hearing was had on the charge filed against Harvey Elledge, charging him with assault and battery on his wife. The court after hearing the evidence in the case gave a sentence of ninety days in the county jail, the sentence to stand suspended during the good behavior of the defendant, otherwise the sentence to be in effect and every other day to be served on bread and water.

### RECEIVES CHURCH CALL

The Rev. C. Loyd Shubert, who has served as pastor of the Christian church at Murray, has received a call to one of the Omaha churches, the Christian church of Benson. The resignation of the pastor was announced at the Sunday service and regretfully received. The call to the Benson church will mean a wider field of activity for this talented young man.

Rev. and Mrs. Shubert will locate soon in Benson to take up the active work of the charge.

## High School Music Groups Heard at Rotary

Young People Furnish a Very Fine Program at Meeting This Noon at Hotel Plattsmouth.

From Tuesday's Daily—  
Dick Hall opened the program at the Plattsmouth Rotary luncheon today with the vocal number "Song of Steel," "Troubadour" and "Alexander" were given by the boys quartet. The personnel included Dick Hall, Robert Vallery, John Jacobs, and John Tidball. Jean Knorr played "Scherzo" as a piano solo and Mildred Knofieck presented the violin solo "The Bee." Jean accompanied all the numbers. This was a fine display of musical talent from the Plattsmouth high school. George Jaeger had charge of the program and introductions were made by Supt. L. S. Devoe.

Ray Kingsley and John Welch of Omaha were visitors at the club this noon. A report was made by Wm. Baird, chairman of the nomination committee for the annual election which is to be held in April.

### Have a Fine Meeting.

The Plattsmouth Rotarians who visited at Ashland last evening, report a very fine time and a royal reception from the members of the host club. There were present in addition to the Plattsmouth delegation, groups from Omaha, Lincoln, and Fremont.

Carl Panzer, president of the Ashland club, who is well known in this city, presided and presented the guests of the evening.

The Plattsmouth quartet, composed of Frank A. Cloidt, Dr. H. G. McClusky, R. W. Knorr and John E. Frady, gave three numbers, "Bells of St. Mary's," "Highways are Happy Ways," and "Lights Out," with E. H. Wescott as the accompanist.

Seal S. Davis of this city gave a very interesting talk on the Rotary work in responding for the local delegation while others from Omaha and Lincoln were heard.

The main address of the evening was by Harry Rogers, a past International president.

Those from this city to attend the meeting were Seal S. Davis, Dr. P. T. Heineman, L. O. Minor, George K. Hetrick, Ray Misner, John Frady, R. W. Knorr, Elmer Sundstrom, L. S. Devoe, Dr. H. G. McClusky, E. H. Wescott, Frank A. Cloidt, William Baird.

### RE-ELECT TEACHERS

From Wednesday's Daily—  
The board of education at their meeting last evening took up the matter of the teaching force for the ensuing year, re-electing all of the faculty of the high school, junior high and the grades.

The contracts will be sent out to the teachers for their signatures for acceptance soon.

The board made some slight salary adjustments to equalize the salaries that will be paid for the ensuing school year, a number of the lower bracket salaries being advanced.

The salary budget for the year 1935 was \$32,220.65; 1936, \$32,265; and for this year will be \$33,265.

The district will be relieved of all bonded debt on August 5th when the last of the high school bonds are retired and will leave the district in excellent condition.

The custodians of the several buildings over the city were all renamed by the board.

Phone news items to No. 6.

## Plattsmouth Business House is Recognized

Nebraska Farmer Pays Tribute to Local Veteran Merchant, H. M. Soennichsen and Family.

Cliff Crooks, the field man of the Nebraska Farmer, on a recent visit to this city visited one of the old time business establishments of the city, that of Soennichsen's and prepared the following well deserved tribute to H. M. Soennichsen which appeared in the last issue of the Nebraska Farmer:

Henry Melchior Soennichsen was born in Germany 70 years ago. As a lad of 15 years he came to Plattsmouth and went to work for his uncle, driving the grocery delivery wagon. Later he was put behind the



Henry Melchior Soennichsen of Plattsmouth

counter as a regular clerk and there he learned the grocery business and with it acquired the desire to have a store of his own.

He first went into business for himself in 1889, when with George Lehnhoff as a partner, the Lehnhoff & Soennichsen grocery was opened. The following year he bought out Mr. Lehnhoff.

In 1891, 9 years after he landed in this country, he bought an odd-shaped lot a block away from the main street. He filled in this lot, built a building, moved in his grocery stock and called it the "Five Corner Grocery."

After selling this store in 1895, for 2 years he was associated with the Whitebread Coal Company, but he had formed too strong a liking for the grocery business to remain out of it very long and in 1897 he became associated with the H. H. Weckback Company, Mr. Soennichsen being the Company. This partnership lasted for 7 years until Mr. Weckback's death, a which time Mr. Soennichsen took over the entire business and since that time has operated under his own name.

Up until 1913, only groceries were handled, but in this year dry goods were added and his daughter Mathilde, who had been with a dry goods store in Omaha, returned home and took charge of the new department.

In 1922, Mr. Soennichsen purchased the building he now occupies, which for many years had been the home of Plattsmouth's leading department store. About this time self-serve grocery stores were just beginning to become popular. In order to make a test and find out whether or not customers liked this type of a store, Mr. Soennichsen installed a store of this type in his new building before he moved in the balance of his stock. This new store was in the charge of his son Waldemar. Inasmuch as this cash-and-carry store

was to be operated in competition with the other store, a new name was sought, and because of the all-white shelving and fixtures with black trimming, someone suggested, "Why not the Black and White Grocery?" and the Black and White Grocery it became. So popular was the name and so successful the idea that after the entire store was moved to the new location and the grocery departments consolidated, the name Black and White store was retained and the grocery department is so called today.

The present building is 66x120 feet, one-third of it being used for the grocery and meat department, and the balance for the dry goods, ready to wear, clothing and shoes. Two years later, in 1924, the entire store was remodelled.

Mr. Soennichsen is very fortunate in having his two sons, Henry and Waldemar, and his daughter, Mathilde associated with him. Henry and his father have charge of the grocery and meat department, Mathilde has the dry goods and ready to wear, and Waldemar the shoes and clothing. In addition to the Soennichsens there are 16 regular employees, eight of them being in the

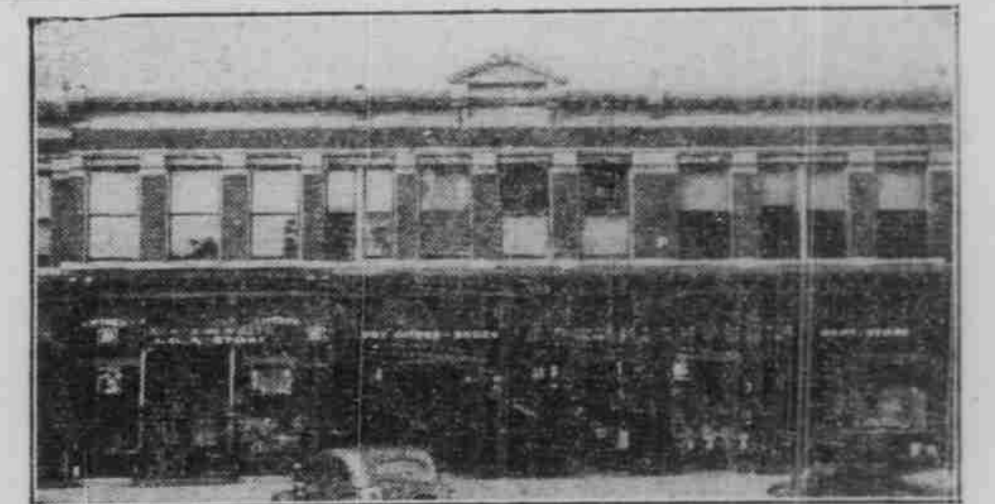
grocery department. While this department operates both as service and cash-and-carry, about 75 percent of the volume is cash-and-carry.

For many years this store has been a member of I. G. A. Mr. Soennichsen believes that they have received a great many advantages from this affiliation. They endeavor to follow all sales promotion events.

Business conditions and business methods are very much different today than they were 55 years ago when Mr. Soennichsen started his grocery career. He has seen many changes take place. He has experienced the hard times of the 80's, the money panics, the hectic war days, the inflationary years of the 20's, the depression, long crops and short crops, but through all he has guided his business on an even keel and by taking advantage of every opportunity and knowing when to curb and when to expand, has made "Soennichsen's" one of Plattsmouth's and Cass county's most substantial institutions.

Today at 70 years, the sons Henry and Walt say that he is the most active person in the store, that he can always find something to do.

"Of all the years I have been in business," said Mr. Soennichsen, "the toughest times were when Plattsmouth had her bank failures and the first 2 years of the depression, but business is much better now." When asked if he thought there was as much chance for a young man today as when he started 55 years ago, he answered, "There is just as good a chance today for the aggressive young man as there ever was. In fact, I wouldn't be afraid not hesitate to try it all over again. From my observation I think the greatest trouble with merchants today is that they have not kept themselves abreast of the times. No merchant should think that he is entitled to business just because he puts in a stack of goods and opens the front door. He must fight for it all the time."



Soennichsen's Dept. Store at Plattsmouth

### PLAY GIVEN AT LIBRARY

From Wednesday's Daily—  
A clever presentation was given of the old French comedy, "Bluffers" at the library last evening by the members of the Little Theatre Group. Those who took part were Mrs. William Gorder and Misses Mildred cacy, Edith Solomon, Wilhelmina Henrichsen, Maybelle Taplett and Gertrude Vallery, Paul Vandervoort, Wilbur Hall, Clement Woster, Ed Wehrlein, Roy Olson, Lumir Germer, and Bob Wurl.

### TO REPAIR RESIDENCE

Paul Wohlfarth, the contractor, today started the work of repairing the residence property on Locust street, near the Christian church, which was so badly damaged by fire the past week. The work will require the reconstruction of a large part of the roof as well as portions of the second floor of the building and a general cleanup of the house.

Club and social news are being featured in the Journal.