

LOCALS

From Thursday's Daily—

Searl S. Davis was in Omaha yesterday attending to business matters. Mrs. J. L. Sexton of La Junta, Colorado is here visiting with her niece, Margaret Scotten.

Miss Marjorie Devoe is at Lincoln where she is enjoying a visit with relatives and friends.

Mrs. V. F. Kelley was in Omaha today where she attended the funeral of Mrs. Martha Prohaska. She was an old friend and neighbor of Mrs. Kelley.

John Shields, former resident of this city, was here Wednesday afternoon to look after some business matters and enjoyed a brief visit with old time friends.

Mrs. William Heinrich has been confined to her home suffering from an attack of flu.

FUNERAL OF J. H. BURTON

Funeral services of the late Joseph H. Burton, long time resident of Murray and vicinity, was held Thursday afternoon at the Horton funeral home in this city.

Rev. J. W. Taenzler, pastor of the First Christian church, conducted the services and brought a tribute to the life of this very aged man and his services in the community and circle of friends.

During the services three of the old hymns were given by Mrs. Hal Garnett and David Robinson, "Beautiful Isle of Somewhere," "Jesus Savior Pilot Me" and "Nearer My God to Thee." Mrs. O. C. Hudson being at the piano.

The body was borne to the Lewiston cemetery where it was laid to the last long rest beside that of the wife who had preceded him in death a number of years ago. The pall bearers were all grandsons, Ralph and Leland Burton, of Omaha; Robert Burton, Nehawka; Willard Johner, Nebraska City, and Carl and Joe Graves of this city.

Obituary

Joseph H. Burton was born in Tazewell county, Virginia, Nov. 30, 1849. Here he grew to manhood. In 1869 he came to Cass county, Nebraska, locating on a farm near Murray.

Mr. Burton united in marriage with Miss Lucy Elma Abel, daughter of Cyrus Abel of the vicinity of Murray, February 27, 1873. To this happy union were born nine children. They have called Murray their home thru the years. Mrs. Burton preceded her husband in death November 10, 1929.

Mr. Burton kept his home in Murray, after the loss of his wife, but spent most of his time with his children in their homes. About a year and one-half ago, he met with an accident that confined him to his home. His son, Ray F. Burton and wife went home to take care of the father. He closed his journey of life on this earth, July 5, 1938 at his home in Murray. Age 88 years, 7 months and 5 days.

Leaving to meet this loss to the earth are: three daughters, Mrs. John Cook of Norfolk, Neb., Mrs. Alice Joiner of Nebraska City and Mrs. J. H. Graves of Plattsmouth; six sons, Wm. Mark Burton of Nehawka, Ray F. Burton of Murray; Roy R. Burton of Omaha; James Vance Burton of Palmer; John Wesley Burton of Portland, Oregon and Guy C. Burton, formerly of Palmyra, now touring the northwest; also 23 grandchildren and 28 great-grandchildren; also many friends who have known him thru the years, though at this age a large number of old friends have preceded him.

If this were all of life we'll know, If this brief space of breath Were all there is to human toll; If death were really death And never should the soul arise, A finer world to see— How foolish would our struggles seem. How grim the earth would be!

There must be something after death; Behind the veil of man; There must exist a God divine Who's working out a plan; And this brief journey that we know As life must really be The gateway to a finer world That some day we shall see. —Edgar Guest.

KOOKY KOOKS CLUB

The eleventh meeting of the Kooky Kooks club was held at the home of Charlotte Steinkamp, July 8th. Alta Marie Phillips, president, called the meeting to order. Then we sang some songs. The roll call was read and approved by the secretary, Leila Covert. We then made plans for a trip to Lincoln. We then talked about camp. We played a game by the name of "Go Shopping Game," and had a contest on problem four. Mildred Loveless won.

ELMA ATTEBERRY, News Reporter.

SHOWING MUCH INTEREST IN WPA ROCK SURFACING

Property owners are showing much interest in the proposal to rock surface residential streets under WPA assistance. By Monday night, application blanks will be in the hands of each councilman. Each blank is for a single block, but adjoining blocks will be put through as a single sub project.

WPA money to carry on the work will be available upon approval of these sub projects by the state WPA office at Lincoln, as a blanket proposal was recently approved by the U. S. comptroller in Washington, relieving much of the red tape that would otherwise be required to get work started.

Certain restrictions are laid down by the state office, however, and it is probable that not every sub project petitioned for will be granted. "We cannot engage in building private roadways, or dead-end streets that serve but a few property owners and have no outlet onto hard surfaced streets at both ends," a WPA spokesman advised the local committee.

The petitions pledge the property owners to the payment of 12 1/2 cents a front foot on uncurbed streets and 10 cents a front foot on streets that are curbed and guttered. As with paving installation, the city will pay the cost of intersections.

At the above rate, the cost per block will be \$66 on the uncurbed streets and \$52.50 per block on the curbed and guttered streets—these sums comprising the property owners' entire contribution toward the cost of the material and other direct costs of sponsorship. The WPA will pay the wages of laborers engaged in the grading, draining and surfacing of the street and a small proportion of the direct costs involved, as well as quarrying of the rock and putting it through the crusher.

The cost to property owners is thus reduced to a minimum and assures the placing of a substantial 2-inch crushed rock surface on the streets for far less money than the commercial cost of the rock if quarried, crushed and delivered in the usual manner.

Persons desiring to file applications for rock surfacing may obtain blanks from Mayor Lushinsky or their ward councilmen.

LEGION JUNIORS WIN

The Plattsmouth American Legion Juniors resplendent in snappy new uniforms gave a fitting dedication Friday afternoon when they shut out Nebraska City 10 to 0 on the Oceans park.

Stuart Sedlak had a great day on the mound as he whiffed twelve of the Nebraska City batters, and allowed but two hits, being in good shape and never in danger from the Oceans.

One of the features of the game was a fast double play when Harry Miller made a spectacular stop of a hard hit ball, touching third to get the runner from second, forced off, and then throwing to York at first for the other out.

Jacobs led his team mates in hitting as he secured two bingles out of three trips to the plate.

The box score of the game was as follows:

Plattsmouth—		AB	R	H	PO	A	E
Smith, 2b	---	3	1	1	1	1	0
Shiffer, 3b	---	4	0	0	1	1	0
Phillips, ss	---	5	1	1	0	0	0
Sedlak, p	---	2	2	1	0	0	0
Jacobs, lf	---	3	2	2	1	1	0
York, 1b	---	4	3	1	3	0	1
Parriott, cf	---	4	1	1	1	0	0
Jones, c	---	4	0	0	12	1	0
Albee, rf	---	3	0	0	2	0	0
		32	10	7	21	4	1

Nebraska City—		AB	R	H	PO	A	E
Brown, 2b	---	2	0	0	2	1	1
Jordan, ss	---	2	0	0	1	1	1
Ryder, cf	---	3	0	0	3	0	0
Boucher, 3b	---	2	0	1	3	0	3
Williams, p	---	3	0	0	1	1	1
Denniston, c	---	3	0	0	4	2	0
Corley, 1b	---	2	0	0	7	1	0
Sharp, lf	---	3	0	1	0	0	0
Gump, rf	---	2	0	0	0	0	0
		22	0	2	21	6	6

Umpires: Wall, Ossian.

LUCKY THIRTEEN MEET

The Lucky Thirteen held a meeting on Tuesday at the home of Mary Alice Ault which was much enjoyed and on Friday evening they were guests at the home of Delores Ruse. At the meeting Friday the judging of ginger bread was taken up. In the judging Delores Ruse was awarded first and Dorothy Bailey, second. REPORTER.

OMAHA PARTIES MARRIED

On Thursday afternoon at the office of Judge A. H. Duxbury occurred the marriage of Miss Delores King to Mr. Carl Moyers, both of Omaha. After the marriage ceremony the young people returned to Omaha.

Greenwood

Mrs. Phillip Buskirk was able to return home from the hospital last Sunday.

Norman Peters, of Auxvasse, Mo., has been visiting his mother, Mrs. Elsie Peters.

Mr. and Mrs. Wm. Lundberg and daughter spent last week-end at the Travis Cameron home.

Mrs. James of Omaha returned home Tuesday after a visit with her mother, Mrs. Elsie Peters.

Miss Lois Blair and Victor Drummond of Lincoln spent last week end with Mr. and Mrs. Lee Knolle.

Prof. and Mrs. Roy Ely and family of Lincoln called at the Paul Kelly home Wednesday evening.

Mrs. Barye Lewis returned to her home at Verdon Tuesday after paying her mother, Mrs. Elsie Peters, a short visit.

Mr. and Mrs. L. C. Marvin and Mr. and Mrs. Roy Ely spent last Saturday in Omaha in observance of Lyman's birthday.

Mrs. Lulu Hurlbut went to Fremont Tuesday to spend a week at the home of her son and wife, Mr. and Mrs. Clarence Hurlbut.

Mr. and Mrs. L. C. Marvin and Mr. and Mrs. Lee Knolle spent Friday afternoon and evening at the M. L. Blair home in Lincoln.

Mr. and Mrs. Everett Reese, of Friend, spent last week-end at the

Jack Gribble home. They enjoyed a picnic at Capitol Beach Monday.

Mr. and Mrs. Earl Bright called at the James Bright home Sunday evening before leaving for LaCross, Wisconsin, where he is employed.

Ramon Newkirk and Misses Irene and Lucille Kelly enjoyed a picnic with a crowd of young folks from Lincoln at Crete Monday afternoon and evening.

Mrs. W. B. Wise and daughters, Dorthea and Thelma Miller left on Wednesday for their home in Pueblo, Colorado, after an extended visit with relatives here.

Mr. Deikman, of Murdock, who has been staying with his daughter, Mrs. Carl Anderson, was taken to the hospital Tuesday. He is getting along as well as can be expected.

Dorcas Meets Friday

There was a good attendance at Dorcas Friday with Mrs. Schroeder, Mrs. Joe Hoenshell and Fannie Sayles entertaining.

Death of Father

Rev. T. A. Hartman, who for many years was pastor of Immanuel Lu-

Thomas Walling Company
Abstracts of Title
Phone 224 - Plattsmouth

theran church near Louisville, passed away at his home in Omaha last Tuesday. His daughter, Miss Marguerite Hartman, is Primary teacher in the Greenwood schools.

Deal-a-Deck Club Doings

The Deal-a-Deck club met at the home of Mrs. Ruth Leadabrandt on Thursday afternoon. Mrs. Vivian Cope was guest. First prize was won by Mrs. Mildred Comstock and low score went to Adeline Gustafson.

A refreshing lunch was served by the hostess. The next meeting will be with Mrs. Myrtle Cameron.

DAKOTA COUPLE MARRIED

Miss Fernie Snodgrass of Pierre, South Dakota, and Mr. Michael E. Mitchell, of Miller, South Dakota, were married Friday afternoon at the office of County Judge A. H. Duxbury. The bridal couple after the wedding continued on to their home in Dakota. The ceremony was witnessed by Miss Minnie Hild, clerk in the office and Miss Jacqueline Grassman.

LAND, FARM and RANCH BARGAINS
WANTED
Painting and paper hanging.
Wayne Lewis, Phone 530-J. tld

IN SEARCH OF ADVERTISING NOVELTY FOR KORN SHOW

Henry Soennichsen, chief of the Korn Klub, is looking for a new and different advertising novelty for the 1938 Korn Show—something that delegations can wear when they go to other towns or attend conventions. For several years king korn kops were worn. This year something different may be tried—perhaps a button, a printed necktie or some other advertising novelty that will attract attention and let the world know about Plattsmouth's big annual show. Anyone having suggestions to offer will please communicate them to Henry pronto.

Phone news items to No. 6.

GRASSHOPPER BAIT

Carried in Stock for Your Convenience

You can get one bag or as many as you wish, right here in Plattsmouth. It is mixed and brought to us as fresh as you could get by driving to the mixing plant at Nehawka after it—and you pay the same low price. We're handling it only as an accommodation, but will supply you all you need.

40c per Bag

HIGHEST PRICES PAID FOR CREAM, EGGS and POULTRY!

PLATTSMOUTH CREAMERY
Lower Main St. Phone 94

The Story of OD and AD and the 2 STORES

OD and AD wanted to go into business for themselves. They decided to open retail stores. But they had different ideas as to how they should get customers. This is the story of what happened.

How OD and AD Opened their Stores



OD believed that the way to get customers was to sell at low prices, and that the way to sell at low prices was to keep his expenses down. So he spent as little

as possible in fixing up his store. He said he was not going to "waste" money on "trick lighting" and a "fancy front." He bought large quantities of a few lines of merchandise, because that way he got them cheaper.

Then he put an assortment of his goods into the windows, but because he had done so little to make his store attractive, few people noticed that it was a new store, and few came in to buy.



AD decided that the first thing he must do was to make his store attractive to customers. So he had it painted throughout in cheerful colors. He completely changed the windows

and front, and he put in fixtures that flooded the whole store with light.

He chose merchandise well-known by name to the public, and bought smaller quantities of many lines, thus giving customers a greater selection. He arranged his stock in the store to make shopping convenient. He put in window displays of his most interesting merchandise—and changed them frequently.

Because his windows and his store were so attractive, many people stopped to look, and enough people came in to buy so that AD's goods sold quickly and he was soon ordering more of many items.

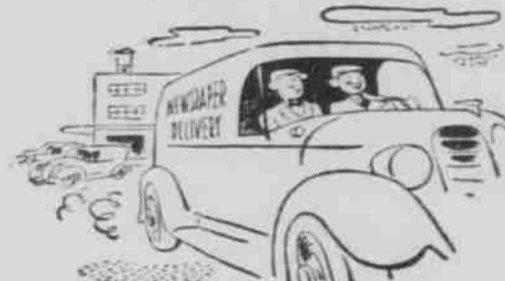
How OD and AD went after Customers



OD soon found that he could not get the customers he needed from those who passed by his store. So he had circulars

printed and hired boys to distribute them from house to house. Sometimes they put them under the door or into the mail box but often they threw them on the porch or into the yard, and many were blown away. Also, OD found it was a slow and costly way to tell his story, as in a whole day a boy could cover only a few hundred homes.

OD was disappointed to find that after all this work and expense, only a few more people came to his store.



AD decided that the more people he could tell about his merchandise, the more people would come to his store. So he put advertise-

ments into newspapers read by many thousands of people every day. He knew that people were eager to get their newspapers to read the news. Therefore, his advertising was more likely to be seen in a paper people wanted to read. Also, the newspapers were delivered all over the city as soon as they were printed.

AD found that the more he advertised, the more people came to his store and the more goods he sold and the less it cost him to handle each sale. So he passed on the greater part of these savings in lower prices and better values to all his customers.

How OD Failed and AD Succeeded



OD found that so few people came to his store that his goods moved very slowly. He could buy very little new stock because his money was tied up.

So he decided to have a clearance sale. He had big signs painted for the front of his store. He had circulars printed and sent boys out to put them into parked cars and distribute them at homes. But the people who came saw so little they wanted that his sale was a failure. At last, he disposed of all his remaining stock to an out-of-town bargain store at less than half what he had paid for it.

OD had had a very unhappy experience, but because he had never advertised in the newspapers, few people in all the city ever knew that his store had opened or that it had closed.



AD found that with more and more people now coming to his store, his stocks moved very quickly. As a result, he was constantly able to have fresh, new merchandise for his customers.

He concluded that since people bought newspapers to read the news, he should tell them the news about his merchandise and his store. As a result, AD's advertisements were read as eagerly as any other part of the newspaper. Soon every one in town knew that AD had the newest things.

AD did not make exaggerated statements in his advertising. He just made the truth interesting. Repeatedly AD had to enlarge his store, and employ more people to take care of his increasing business. And, although his expenses were now very much greater, he sold so much merchandise and turned his stocks so rapidly that his store was very successful and was known far and wide for the values it gave its customers.

AD Tells OD How Advertising Serves the Store and Its Customers

ONE DAY OD came to AD and applied for a position. He asked AD how he had built such a fine business and obtained so many customers.

AD said, "First, by making the store an attractive and convenient place to shop.

"Second, by having the kind of merchandise our customers want.

"But these are not sufficient without Advertising to tell the people about them. So we continuously publish interesting, informative, truthful news about our service and our merchandise. And we tell it in the way that reaches the largest possible number of people quickly—through newspaper advertising."



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