

Is Good Advertising

Falter & Thierolf Get Complimentary Notice of Their Business Talks.

The following is from the trade Review published at Omaha, and speaks well for the publicity department of our new clothing firm. Mr. Falter, the manager of the department, is to be congratulated upon his ability in the construction of good business getting talks:

SOME RETAIL ADVERTISING.

Falter & Thierolf, "Value Giving Clothiers," Plattsmouth, Neb., recently used the following copy, which contains some good ideas:

YOUR HAT DOESN'T FIT YOUR HEAD.

The reason for it is that your head is irregular, (9 out of every 10 are.) When you bought your hat, the man that sold it to you, shaped it with an old, out-of-date wooden stretcher, and just about two hours later the hat was the same as before it was stretched. You've been sore ever since you got the hat, and you've a right to be.

This spring you'll come here for your hat. We'll show you the largest assortment of hats, that has ever been shown in Plattsmouth. When you've found the hat that strikes your fancy, we'll take our new French conformateur, take the exact shape of your head, heat the hat and shape the hat to fit permanently. We'll put your name in the hat if you want it. Bring your old hat in, we'll be glad to shape it for you.

Stetson's \$3.50 to \$5.00. Fried & Albertin's \$2.50, \$3.00. Others \$1 to \$2.

A Comparison Of Methods

Drawing Power of Different Kinds of Publicity Tested.

A unique experiment was recently made by a New York theatre to determine what is the most efficient advertising medium. The manager sent out some 15,000 circulars, as many more post-cards and employed a heavy contingent of sandwich men. When the time for responses came he had every person in his theatre answer the question: "What kind of advertising brought you here?" This question was put to each individual who came for a whole week. When the answers were all tabulated it was found that 75 per cent had answered that they came through the newspaper notices. As the manager had also used an extra supply of billboard space, the answers were all the more significant of the drawing power of newspaper advertising.—Frederic J. Haskins.

Among the names of the petit jury for the Federal Court at Lincoln, May 11, appears the names of Fred L. Nutzman, Charles St. John, and John Wondrick, all of Nehawka, as those selected from Cass county.

LITTLE LOCALS.

C. E. Heim of Louisville was trading with our local merchants Saturday.

Mrs. T. E. Parmele has gone to Denver, Col., for a visit of several days.

William Kleiser of South Bend was a business visitor in the city Saturday.

Judge W. H. Newell was a passenger to Cedar Creek Monday morning.

W. H. Lohnes of Cedar Creek was in the city Saturday transacting business.

John Krager of Eight Mile Grove was looking after business here Saturday.

J. C. Spangler came in Saturday from his farm to transact business with our local merchants.

Frank Hawksworth was visiting his parents Mr. and Mrs. D. Hawksworth Friday in the city.

Mrs. G. W. Gilman and her daughter of Auburn were the guests of Mrs. H. D. Travis last week.

George Horn, agent for the Woodman Accident Association, of Cedar Creek was attending to business matters here Saturday.

Canon H. B. Burgess went to Lincoln this morning, being called to the bedside of C. Diamond an old friend who is very ill.

Mrs. J. F. Evans of Lincoln, who has been visiting Mrs. Jennie Wells and Mrs. H. J. Straight for several days returned home Friday.

A. Mitchell of Burwell, Neb., who is engaged in the real estate business was transacting business here Friday with Hon. R. B. Windham.

Will Pirie, wife and daughter, Miss Dorothy, visiting Mrs. Grace Pirie's parents, Mr. and Mrs. Frank Shopp, and other relatives in this city.

Miss Claire Dovey who has been visiting his parents, Mr. and Mrs. O. C. Dovey, returned to her studies at Lincoln the latter part of the week.

Frank Knoflick and family of Rock Island, Ill., returned home visiting sometime with his brother, A. F. Knoflick and family of this city.

Miss Lucile Randall, who was called here last week by the serious illness of her sister, Mrs. B. B. Jesslyn, left this morning for her work at Fremont.

Mrs. O. L. Creamer, of San Jose, California, who has been visiting relatives and friends in the city for sometime, left for her home the latter part of the week.

J. R. Baird of Elmwood underwent a severe operation at the hospital in Omaha Thursday. He stood the operation well, and his many friends hope for his early recovery.

Notice to Creditors.

State of Nebraska, In County Court, County of Cass, In the matter of the estate of Zerah Wilbur Cole, deceased.

Notice is hereby given that the creditors of said deceased will meet the Administrator of said estate, before me, County Judge of Cass County, Nebraska, at the County Court room in Plattsmouth, in said County, on the 31st day of May, 1909, and on the 1st day of December, 1909, at 10 o'clock A. M., each day, for the purpose of presenting their claims for examination, adjustment and allowance.

Six months are allowed for the creditors of said deceased to present their claims, and one year for the Administrator to settle said estate, from the 31st day of May, 1909.

Witness my hand and seal of said County Court, at Plattsmouth, Nebraska, this 30th day of April, 1909.

ALLEN J. BEESON, County Judge.

Louisville Gleanings

Special Correspondence.

Mrs. L. J. Mayfield was in Omaha.

Chas. Owens was in town Saturday.

M. L. Williams was in Omaha Friday.

Chas. Richey was in Omaha Thursday.

Mrs. Aug. Ossenkop was in Omaha Thursday.

Chas. Boedeker of Murray was in Louisville.

Mrs. H. N. Schwartz was in Omaha Wednesday.

Two saloons opened at Louisville Monday morning.

Oscar Palmer of Lincoln Sundayed with his parents.

Born to Mr. and Mrs. C. Backmeyer Wednesday a girl.

Emmons Richey Sundayed with C. A. Richey and family.

Born to Mr. and Mrs. Willie Hennings Thursday a boy.

Wm. Lehnhoff of Lincoln Sundayed with Louisville friends.

Byron Clark of Plattsmouth was in Louisville Wednesday evening.

Miss Milles visited over Sunday with her parents at Weeping Water.

Mrs. Emma McCary of La Platte was shopping in the city on Saturday.

Mrs. Walter Bloke and Miss Carrie Ossenkop were in Omaha Thursday.

Rev. Rutledge sold his driving team to Ossenkop and Blake last week.

George Bogel of South Bend was transacting business here Saturday.

G. A. Mayfield and daughter, Olive were passengers to Omaha Saturday.

Mr. Davidson of Omaha was a guest of G. A. Wood and family Wednesday.

F. A. Seard of Omaha was a guest of L. J. Mayfield and family over Sunday.

Mr. and Mrs. Holt of Colorado are visiting J. P. Wood and family this week.

John Waldron moved his family into the residence recently vacated by C. W. Spence.

Miss Jennings of Lincoln who has been nursing Mrs. C. Oxley left Thursday evening.

Mr. and Mrs. J. Delaney of Howard, Neb., were guests of Mrs. S. Huff part of last week.

Miss Florence McMullen is home from Henningsford, Neb., where she has been teaching school.

Arrangements are being made to observe Decoration day in Louisville. The old soldiers and fraternal orders will take part in the program.

Receipts on the Base Ball Club basket social Friday evening was \$67. The Louisville orchestra furnished music and a pleasant time was enjoyed by all.

Mrs. Maude Reihart entertained the M. E. Ladies Aid Society Thursday afternoon at her home. A dainty luncheon was served to about twenty members.

The Louisville High School alumni will hold a business meeting at the home of Miss Ethel Rathbun Tuesday evening, May 4. All members expected to be present.

Eddie Taylor met with a painful accident at the Calhoun Const' Company's Works Thursday. A wagon run over his foot mashing it badly and broke the third and fourth meta-tarsus.

The village board held a meeting Saturday morning at the council chamber and appointed Chas. Hogan as Marshall; Jno. Waldron, Village Clerk; Geo. Frater, Treasurer and applications and bonds were in due form and licenses were issued to Jno. Burnes and Robert McCarty.

The ninth annual meeting of the Louisville woman's club met at Elmhurst with Mrs. L. E. Polk Wednesday afternoon at one thirty. A five course luncheon was served by the officers of the club. The tables were beautifully decorated with violets and place cards done in water colors. The club was called to order by the president, Mrs. L. E. Polk and the following officers elected: President—Mrs. Wm. Davis. Vice President—Mrs. E. H. Worthman. Secretary—Mrs. Watson. Treasurer—Mrs. Stevenson.

A marriage license was issued to Philip Albert, age 23, and Miss Marie Sanders, age 20, by Judge Beeson. These young people live at Cedar Creek, and are highly esteemed by those who know them.

Must Employ Better Methods

Regulation of Corporations is a Big Subject and Must be Intelligently Handled.

The great problem of the regulation of corporations will remain with us through a long series of further experiments—wise and foolish—until we solve it in some fairly good working fashion. We have not reached the stage yet. But there is now a distinct rebound from hindering and practically confiscatory experiments of the last few years. It is, therefore, worth while to review these in a brief way.

To go no further back than 1906, in that year Ohio, Virginia and Maryland adopted laws limiting passenger rates, except in minor cases, to two cents a mile. Similar bills were agitated in at least nine other states, most of which had railroad commissions abundantly qualified and empowered to determine the propriety of such rates and to enforce them. Arkansas compelled every railroad train passing through a town within half a mile of the state line to stop for passengers unless it stopped within three feet on the other side of the line.

In 1907, the passion for the arbitrary fixing of rates became almost national. Recommendations for such regulation by legislation were made by the Governors of Alabama, California, Missouri, Arkansas, Massachusetts, Minnesota, Nebraska, North Dakota, West Virginia, and Wisconsin. Maximum rates for passenger traffic—generally two cents a mile—were urged by the Governors of Indiana, Kansas, Iowa, Michigan, Minnesota, North Carolina, Pennsylvania, and Texas; and laws were passed by Alabama, Arkansas, Iowa, Illinois, Indiana, Kansas, Minnesota, Missouri, Nebraska, North Carolina, North Dakota, Pennsylvania, South Dakota, West Virginia, and Wisconsin. Maximum rates for particular articles of freight were also enacted in Alabama, Kansas, Minnesota, Missouri, Nebraska, North Carolina, and North Dakota. Meanwhile Alabama took a leaf from the experience of North Carolina, Florida, Arkansas, and Georgia, and passed statutes requiring substantially immediate payment by the railroads of all claims damages; under very heavy penalties.

The spleen of the legislatures was not exhausted upon the railroads. Other corporations received the same hostile attention. As early as 1903 Texas passed laws relieving persons purchasing goods from a trust from liability to pay them and requiring every corporation that owned or leased the patent on a machine to offer such machines for sale instead of reserving them for exclusive use. In 1905, Arkansas not only relieved persons purchasing goods of a trust from liability to pay therefor, but also authorized such persons to recover from the trust any money or value which they had paid on account of the purchase price. Arkansas also enacted that in the prosecution of any trust the prosecuting attorney might compel any non-resident officer to appear with its books and papers within six days and the necessary time required to travel; and, in the event of failure to appear, judgment might be rendered against the trust.

In 1907, the Governor of Texas recommended a law empowering the Attorney-General to have "full and free access to all the works, plants, offices, books, vouchers, and papers" of any corporation doing business in Texas, without reference to whether such works, offices, and papers are within the state or without it. Legislation, in accordance with the added provision that, if access to work, offices and papers outside the state were denied, judgment might be rendered against the trust. At the same time, Texas increased the penalty for violation of the Anti-Trust Act to imprisonment for ten years.

In those states where the severest legislation was enacted, the operation of the existing railroads shows scarcely a net profit and the extension of railroad building and improvement was made practically impossible. The loss already suffered from the two-cent-fare legislation has been estimated at \$125,000,000. The present depression in the steel trade is generally attributed to the decline in construction and the reduced orders for railroad equipment. The Attorney-General of the Missouri recently declared that the

enforcement of the anti-trust laws of that state would drive out corporations which were now doing one-third of the total business of the state.

Meanwhile, some of these laws were brought before the courts. In 1906, the United States Supreme Court declared unconstitutional the Texas statutes compelling railroads to furnish a certain number of cars on a specified date. In 1908, the Supreme Court of Pennsylvania declared unconstitutional the two-cent-fare law of that state. In the same year, the United States Supreme Court declared unconstitutional the rate acts adopted by Minnesota and North Carolina, on the ground that the enormous penalties which they imposed were unjust. Litigation regarding the constitutionality of the two-cent-fare legislation is pending half a dozen states, and several decisions of the lower courts—notably in Missouri, have held such rates to be confiscatory. The most drastic of the anti-trust legislation has been even more discredited. During the past six years, anti-trust laws in five states have been declared by the highest courts to be unconstitutional because they discriminated unfairly against corporation and in favor of certain privileged classes in the community.

Already the tendency of legislation has turned to a more conservative kind. The experiment of regulation by an administrative board is being tried. In 1903, ten states enacted statutes giving to their railroad commissions increased powers to fix freight and passenger rates, and to supervise the details of the operation. These states were Kansas, Arkansas, Florida, Missouri, North Carolina, South Carolina, North Dakota, Texas, Virginia, Wisconsin. In general, these laws were in the right direction. In 1905, the powers of the railroad commission were greatly, and in the main wisely, increased in Georgia, Minnesota, Illinois, California, South Carolina, Kansas, Indiana, Washington, and Wisconsin. In 1906, Ohio, Nebraska, Georgia, Louisiana, South Carolina, Kentucky, and Wisconsin increased still further the powers of their railroad commissions. In 1907, railroad commissions were either created or vested with increased powers in Arkansas, Florida, Georgia, Indiana, Iowa, Kansas, Minnesota, North Carolina, Missouri, North Dakota, South Dakota, Alabama, Colorado, Montana, Pennsylvania, New York, New Jersey, Nevada, Michigan, Nebraska, and Oregon. The strength of this new wholesome movement was illustrated in New York in 1907 by the veto of the so-called Two-cent-fare bill, and by the enactment of

a Public Utilities Law, vesting in two commissions the regulations of the transportation facilities of the state.

Regulation by an administrative board has commanded the respect of the courts. In 1908, the Supreme Court of the United States refused to permit the Federal courts to interfere with the rulings of the railroad commissions in Virginia until the remedy of the appeal provided by the act creating the commission had been completely exhausted.

Regulation by an administrative board proceeds upon information and knowledge gained from investigation and careful inquiry on all sides of the case. Regulation by legislative act proceeds without definite information. It is not difficult prophesy which of these two modes will prevail. Regulation by an administrative board, if fairly tried, will supersede regulation by legislation just as surely as the civilized trial by court and jury has superseded the law of retaliation.—From the World's Work.

Returns From Cincinnati.

James W. Newell, auditor of freight and ticket accounts for the Burlington lines west of the Missouri river, returned to this city Sunday morning from Cincinnati, where he attended the twenty-first annual meeting of the Association of American Railway Accounting officers Wednesday, Thursday and Friday last week. He reports having had a fine time.

Mrs. Newell visited relatives in this city during his absence, and they both returned to their home in Omaha Sunday evening.

Death of Abner Mason.

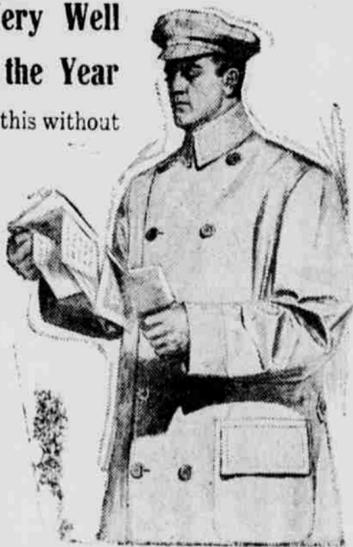
Abner Mason, died Wednesday night at his home on Lincoln avenue, at the age of 76 years. He was a soldier of the Civil War, and was a member of Company K, 113 Illinois Volunteer Infantry. He leaves a widow and several grown sons and daughters surviving him. The funeral services were under the auspices of the Grand Army of the Republic assisted by Rev. Luther Moore of the Christian Church, Friday afternoon. Interment was made in Oak Hill Cemetery.

CIGAR SALEMAN WANTED—In your locality to represent us. Experience unnecessary; \$110 per month and expenses. Write for particulars. Monarch Cigar Co., St. Louis, Mo.

WANTED—Man to travel in Nebraska. Start now. Experience unnecessary; good pay and tailor made suit free in 90 days. Write for particulars. J. E. McBrady & Co., Chicago.

You Can't Very Well Get Through the Year

in a climate like this without a dress rain coat. They are needed 11 out of the 12 months. They are so practical, so comfortable and so dressy that you'll like them. We have them in black or fancy, plain or auto collar. \$10, \$12, \$15, and up to \$35.



C. E. Wescott's Sons

"Where Quality Counts."

WE'RE doing business carefully. We buy the best products of the best makers. We make prices as low as possible. We guarantee the price and wearing quality of every suit we sell. If in a week or a month after you have made a purchase here you find the same article or pattern elsewhere for less money make a claim upon us and it will be allowed at once. What broader guarantee than this can be given. It covers every line of merchandise we sell. Better come in and pick out a

Hart Schaffner & Marx

suit before all the good ones are gone. You can have absolutely all wool worsted suits here from **\$10.50 to \$25.00**. We have them better. If you don't like it after you buy it we refund your money. No sour looks either.

Men's straw hats arrived. Assortment large. Mostly Sailors and Turbans at \$1.00, \$1.50, \$2, \$2.50 and \$3.

THE HOME OF Hart Schaffner & Marx Clothes Manhattan Shirts. Stetson Hats.

Falter & Thierolf
VALUE GIVING CLOTHIERS