

# The News-Herald

PLATTSMOUTH, NEBRASKA.

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OFFICIAL PAPER OF CASS COUNTY

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R. O. WATERS.....Manager

## RATES OF SUBSCRIPTION

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## TELEPHONES

Plattsouth No. 85 Nebraska No. 85

SUPREME excellence is simplicity.

WOMEN are responsible for men's vanity.

ONE cause of poverty is too many bargains.

THEY are most harmed by flattery who are most hungry for it.

A MODERN philosopher is a calm man with a stubborn automobile.

It is better to be wrecked from overzeal than to rot from overcaution.

PEOPLE who do not go to church in winter are great critics when the churches are closed in summer.

It is said that man ascended from the ape; but from common observation it would appear that some are using round trip tickets.

A NORTHERN Kansas editor tells of a bashful young woman who, when asked by the clergyman if she would take this man to be her lawfully wedded husband, answered politely: "If you please".

DURING the year 1908 we paid France \$101,999,541 for goods purchased. And during the same period France paid us \$113,802,655, leaving a balance of trade in our favor of \$11,802,514. This shows some improvement over the trade conditions for the previous twelve months.

CHARLES HERRIS, of Topeka, Kansas, director of the State Free Employment Bureau, says, that State will need 17,000 additional men and 1,100 additional teams to handle the wheat harvest this year. It is now thought that the wheat harvest will open about June 20.

THE other day in an address before the National Brewers' Association, at Atlantic City, N. J., Rudolph J. Schaefer, President of the New York Brewers' Association said that there must be a reform in the selling of intoxicating liquors this year, or prohibition would follow.

THE statement of the United States treasury as given out June 1, showed the treasury balance in the general fund exclusive of the \$150,000,000 gold reserve, shows:

Available cash balance.....	\$119,901,309
Gold coin.....	46,801,188
Gold certificates.....	27,461,850

LIFE insurance companies distributed \$320,811,000 in the United States and

Canada last year, according to the annual compilation of the Insurance Press. This was for death claims and matured endowments. If the \$150,000,000 is added which was paid in dividends to policy holders and for surrender values the total reaches \$480,811,000.

WE WANT a creamery, a canning factory, a vinegar factory and cold storage plant, a wholesale produce house, an alfalfa meal mill, a machine shop, an agricultural implement factory, an automobile factory, an overall factory, a shirt factory, a hospital and a college. To the right man, company or corporation with the means to put in plants, who mean business Plattsouth will offer suitable inducements. No better location can be found in the country than can be had in this city. The NEWS-HERALD will be pleased to furnish detailed information upon inquiry.

JUST one week ago in an address at the unveiling of an Abraham Lincoln monument at Hodgenville, Ky., Col. Henry Watterson paid a high tribute to President Taft. He said:

Today it is Abraham Lincoln's example which moves a calm, enlightened and patriotic occupant of the Presidential office—like himself a lifelong Republican and a Republican partisan—to reach forth his arms as if to clasp in their embrace the whole people, seeking to win the good opinion, yearning for the approval of each and every one of them. Whether they give it in detail, or divide upon the incidental issues of the time, they will not aggregate; and, since a vigorous opposition is indispensable to good government, his wise moderation and transparent integrity give us the promise of an opposition based upon principle rather than faction, self-respecting and respectful, upright, clean and kind. From such partisanship nothing is to be feared; because it leaves us free, when dangers come, to forget that we are Republicans, remembering only that we are Americans.

ONE of the striking features of the tariff debate in the Senate has been the contrast between the character of the speeches made by the Republican revisionists and those made by the Democrats. The Republicans have attacked specific schedules on which they were fully prepared. The Democrats in general have been satisfied with making general tariff speeches on the classic models which have required no especial preparation.

But generally the Democrats merely denounced the evils of the protective system and batted the Republican party, all for home consumption. Their speeches were intended to be read by their constituents rather than to be heard by the Senate. The same tactics are being used to-day. The first speech on the bill from the Democratic side was by the ranking minority member of the finance committee, Senator Daniel of Virginia. It might have been an eulogy of Thomas Jefferson with incidental references to modern times. Other speeches of a similar character have been made by other Democrats, varied by a few pleas for protection for special industries under the guise of defenses of revenue duties.

It's a whole lot easier to make that sort of speech than to get down and dig into the true inwardness of the duty on sugar or cotton or lead or carbon. These speeches by experts which have resulted in exposing to the country the real inwardness of the tariff jokers, the addresses by Dilliver, Cummins, LaFollette, Bristow, Beveridge, and Burkett, have required solid days of study.

## WHAT'S THE MATTER?

What is the matter? In a little more concrete form this question would be, What is the matter with Plattsouth? We have selected this subject for the very reason that on every hand we have heard it asked by business men and others, until we have been forced to study the situation. Plattsouth is a beautiful city from a natural point of view. The scenery is as fine as can be found anywhere in the middle west. The streets and resident portion of the city could be made magnificent. Every bluff bank bordering on any street should be graded, terraced and sodded. This is the work which must be done by the owners of property on the various streets. It would not cost any individual very much and it would greatly enhance the value of property. Where this city has any natural obstacles to trade in the way of ingress and egress, nothing has been done in the last quarter of a century to improve it, or if any improvement has been attempted it has not been more than half done. Any other city in the State would ere this have overcome every obstacle in the way of procuring trade and enlarging the territory assessible to this city.

During the last ten years there has on an average been spent for "boozing" about \$75,000 annually or \$750,000. This sum would have been sufficient to have built a bridge across the Missouri river and bridged the Platte river, and built an electric power house, an interurban railway connecting every town in Cass county with this city and equipped the same.

"What is the matter with Plattsouth?" The question is ever recurring. The business men of this city are losing thousands and tens of thousands of dollars annually, if you figure up the difference between what they are doing and what they might do. Will you just stop and think over the situation carefully? When you have done that, will you name a single business man or firm that has offered any special sales for the purpose of attracting trade. The spring season has past and where has there been any special advertising of paints? Who has ever heard of a bargain day anywhere in Plattsouth? Is it not a fact that the business men of this city have simply sat down and taken care of the business which naturally came to them? Anybody can do that, but where is the Marshall Field of this city? Where is the merchant who is attracting business to the city? There is absolutely no excuse for such conditions. On an average 100 people go to Omaha, daily, and many of them to trade or do shopping. The newspapers have repeatedly said that just as good or better bargains can be found in this city, but where is the merchant who has made his advertising space say as much? Advertising pays when properly done. Are you doing your advertising in the same old way that you did it 25 years ago? Study this matter over seriously. Advertising in newspapers is the best kind of advertising. This fact has been demonstrated in every state and city in this country. Advertising space is being sold by the papers of this city for less than anywhere else in the state. The NEWS-HERALD is selling its advertising space for less than the country papers throughout this country. Think it over. "What is the matter with Plattsouth?"

SENATOR Norris Brown of Nebraska has been picked out to lead the fight on the wood pulp and paper schedule in the tariff bill. He is now said to be the best posted man on this subject in the United States, and it is predicted that when the wood pulp and paper schedule is reached that the junior senator will make a speech that will take rank with Dilliver, Beveridge, LaFollette, Cummins, and Bristow.

## REPORT OF AMERICAN BANKERS' ASSOCIATION.

The American Bankers' association recently compiled statistics showing the savings of the American people. The total is almost nine and one-half billions of dollars, or more than \$100 for each individual in the country.

There are 1,435 savings banks, with 8,705,848 depositors, that have savings deposits of 3,660 millions dollars.

About 17,000 state and national banks private banks and trust companies have savings deposits amounting to 1,900 million dollars.

Building and loan associations number 5,459 with 1,876,967 members, and accumulations of 746 millions dollars.

The assets of 827 life insurance companies having over 33 million policies and insurance of nearly 23 billion dollars amount to 3,159 million dollars.

Referring to the report of the comptroller of currency it is found that in Switzerland depositors in savings banks number 3,100,000 out of a total population of 3,100,000 and the average deposit account is \$148.46. In Hungary the number of savings depositors is 1,632,000, or 8 per cent of the population, and the average account is nearly \$249. In the United Kingdom the number of saving depositors is 12,471,000 and their average savings \$81.81. In France there are 12,462,000 savings depositors, with average savings of \$73.91. In Germany the number of depositors is 17,947,000 and the average savings is \$168.09.

There is a lesson in the foregoing statistics, which ought to be of some value to the local bankers and loan and building associations. This city has a population of upwards of 5,000 people, and if our people are up with Switzerland there ought to be upwards of 1,600 depositors. Is it up to that standard? If not, why not?

CIGAR SALESMAN WANTED—In your locality to represent us. Experience unnecessary. \$10 per month and expenses. Write for particulars. Monarch Cigar Co., St. Louis, Mo.

Prescription work a specialty at Gering's & Co.

## Christian Science Lecture.

Frank H. Leonard, of Brooklyn, N. Y., has been engaged by the First Church of Christ, Scientist, of this city, to deliver a lecture to the public, on the subject of Christian Science. The First Methodist church has been secured for the occasion and the lecture will be given on Thursday evening. Mr. Leonard enjoys a wide reputation as a Christian Science speaker and the public will doubtless be glad of the opportunity to hear him.

A suit for divorce of the ground of cruelty was filed in the district court by Charles E. Cherry against Elizabeth Cherry, his wife. They were married in Plattsouth, October 17, 1893. They have one child, a son about 15 years of age.

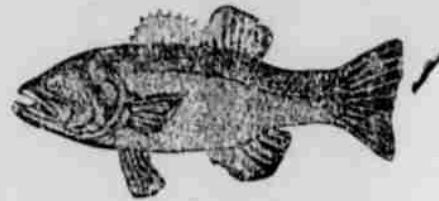
Geo. W. Thacker, of Homer, Neb., a brother of the late John P. Thacker, was in attendance at the trial of John Clarence for the murder of his brother.

E. C. Salsbury of the Nebraska Telephone Company, will have charge of the extensive improvements which are to be made in this city.

Mrs. Bennett Chriswiser was visiting friends in Council Bluffs, Ia., Friday.

## Fish Bite Hungrily

when you use



### Magnetic Fish Bait

There's no such thing as a dull day when you go fishing if you are supplied with this truly wonderful discovery. If the fish are there you'll get them, for they simply can't resist it. It beats anything you have ever imagined. It is moderate in price—25 cents per box—and a box will last a long time. Besides this bait, of which we are the sole manufacturers, we handle

### Fishermen's Complete Outfits

50c. \$1, 2.00, 3.00, 4.00, 5.00  
Send today for a box and for our Free booklet, "Facts About Fishing," and illustrated catalog of fishing tackle outfits. Address

### Magnetic Fish Bait Co.

Depr. E. Republic, Missouri.

You may win a home with a box of Lowney's. Gering sells Lowney's fine candy.

### Legal Notice

State of Nebraska, ss. In County Court, Cass County.  
In the matter of the estate of Addison H. Jackson, deceased.  
Notice is hereby given that there has been filed in this court a petition alleging therein that Addison H. Jackson, departed this life intestate, in said county on the 16th day of June, 1898, and praying that said estate be administered and that John M. Jackman be appointed administrator.  
You are hereby notified that a hearing will be had on said petition before this court in the county court room at Plattsouth, in said county on the 26th day of June, 1909, at 10 o'clock a. m., at which time all objections, if there be any, must be filed.  
Witness my hand and the seal of the county court of Cass county, Nebraska, this 23rd day of June, 1909.

ALLEN J. BEESON,  
County Judge.

[SEAL]

### Notice of Probate of Will.

State of Nebraska, ss. In County Court, Cass County.  
In the matter of the estate of Konrad Heimesmann, deceased.  
You are hereby notified that there has been filed in this court a petition, together with an instrument purporting to be the last will and testament of said deceased. The prayer of said petition is that such instrument be allowed and probated, and that the estate of said deceased be administered.  
You are further notified that there will be a hearing upon said petition before this court in the county court room at Plattsouth, in said county on the 26th day of June, 1909, at 10 o'clock a. m., and that all objections, if any there be, must be filed on or before said day and hour of hearing.  
Witness my hand and the seal of the county court of said county this 23rd day of June, A. D. 1909.

ALLEN J. BEESON,  
County Judge.

[SEAL]



Ex-President Roosevelt in his own White Steamer. President Taft owns a White Steamer. John D. Rockefeller owns 3 White Steamers. Thomas W. Lawson "Boston" owns 2 White Steamers. Hon. Matthew Gering has ordered a White Steamer.

## THE WHITE STEAMER

Our car is the only practical steam automobile manufactured. Many have been attempted, but with the exception of one or two, their manufacture has been suspended. On the other hand, we have grown with such rapid strides that we now occupy the greatest factory of its kind in the world. The whole secret lies in the fact that WE ONLY have the practical STEAM SYSTEM. WE HAVE NO BOILER. We use a generator. It is in itself a safety valve and cannot blow up or explode. Out of nearly 8000 WHITE STEAM CARS in use there has never been an explosion or other similar accident. It is utterly impossible.  
We desire to impress upon you the fact that we can prove to your satisfaction the following:  
The White Steamer is the lowest priced car on the market, considering actual horse power. It is cheapest to maintain and keep up, simplest and easiest to learn, control, handle and repair. Its power is the most flexible, more than even an eight-cylinder gasoline car. It has longer life, greatest power, greatest speed and greatest everything that counts, and least of everything that militates against an automobile.  
Now if what we say is true, you want to know it. IT IS TRUE. We can prove every claim to the entire satisfaction of the most skeptical.

**DRUMMOND, Agent.**  
FACTORY AND OFFICE 18TH AND HARNEY STREET  
Automobile Salesroom 2024 Farnam Street, Omaha, Nebr.

## Have Your Clothes Made to Order

If we make them the price is no higher than you pay for good ready made clothing. If we make them the fit, style and workmanship is guaranteed to be first class. Next time you are in Omaha come to see us. Our cutter takes your measure and cuts a pattern for each and every order.  
If your garments are to fit right careful measures should be taken and by the MAN who CUTS them. The measuring is a matter to which we give careful attention. Our garments are all made by home workmen.  
Suits to order \$25 up.  
Two piece suits to order \$20 up.  
**MacCarthy-Wilson Tailoring Co.**  
304-306 South 16th Street, Omaha, Neb.