

# THE NEWS-HERALD.

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## A Silver Anniversary

WEEPING WATER, Neb., June 18.—In the Congregational church of this place occurred the silver anniversary of the club Zetetic. "Zetetic" was the first woman's club in the state and was organized ten years prior to the state federation. The organization was due to the efforts of Mrs. Laura M. Woodford, who, with four other women met at one of the homes June 14, 1885, to plan for something to stimulate thought, awaken latent ideas and bring out dormant faculties—in brief, to keep in touch with the world at large.

The charter members follow:  
Mrs. Laura Woodford of Weeping Water.

Mrs. Lena Chase of Texas.  
Mrs. Elizabeth Travis of Plattsmouth.  
Mrs. Ida Ingersol of Weeping Water.  
Mrs. Frankie Miller of Minnesota.

Their work lived and at the close of a quarter of a century the Zetetic club lives harmoniously in itself, and is an assured factor in the life of this place. The membership is limited to twenty-two members. The roster shows there had been an enrollment of sixty-nine during the club's life, thirty-nine members having removed from the city.

The banquet was presided over by Mrs. J. H. Andreas, president of the club. Letters bearing postmarks ranging from the eastern to the western coast were read. One came from Berlin, Germany.

Mrs. Woodford, as toastmistress, gave a sketch of the club's early days. Mrs. H. D. Travis of Plattsmouth spoke briefly on "The Old Days." The next toast, "The Man of the Hour," was responded to by Judge H. D. Travis of Plattsmouth. He humorously depicted the trials of a club woman's husband. "The Other Fellow" was re-

sponded to by Professor Corbin of the Weeping Water academy.  
Mrs. Ambler of the club closed by a response to "Our Guests."—Lincoln Journal.

### Visit Masonic Home.

The following ladies, members of the Eastern Star, came in on No. 4 Saturday morning and were visitors at the Masonic Home. Mesdames C. E. Stanley, A. G. Brooks, S. J. McDill, Geo. R. Chatburn, Ellen E. Dobson, Lincoln; T. J. Pickett, Lola Carlisle, Wahoo; Anna E. Jones, Havelock; Susie Matthews, Dalphena Chapmen, Pattie Vaughn, Blanch Tyler, Pertherina Kelley, Margaret Covey, Lincoln, and Messrs. Frank H. Young and A. G. Brooks of Lincoln.

Chas. Parmele drove the ladies to and from the home in his three overland touring cars, and everything possible was done to make the visit of these excellent ladies enjoyable, by the management of the home and its friends.

### Buys New Engine.

John Bashman a prominent farmer in the vicinity of Mynard has just recently purchased a Gasoline engine for use on his farm. The engine was delivered to him Friday by Aug. Gorder and will be put in readiness for work by Thomas Shirley of Minden, Nebr., who is an expert in that line.

John's new engine is made by the International Harvester Co., and is one horse power. He will use it to pump his water, run his cream separator, washing machine, and feed grinder. A great many Cass County farmers are using gasoline engines for such work now.

Henry Eikenberry and Stephen Wiles, two wealthy farmers living a few miles south of Plattsmouth, were business visitors in the city Friday.

## Linen Shower for Miss Dovey

Some twenty-five guests were entertained at the pleasant home of Mrs. H. S. Austin, Friday afternoon at a linen shower in honor of Ella Margaret Dovey, whose marriage to Mr. George Falter is announced, the wedding to take place in July.

The event proved a very pleasant surprise to Miss Dovey and she hugely enjoyed the mock wedding ceremony, which was carried out in full detail for the express purpose of coaching the bride to be. Miss Catherine Dovey took the part of the bride, while Miss Marie Donnelly was fine in her interpretation of how the groom should act. The ceremony was performed by Mrs. Wm. Baird, according to the ritual of the church. The ring bearer was so small it had to be carried by the groomsmen, Miss Gretchen Donnelly, ably assisted by Miss Stanfield Jones, the bridesmaid.

The Austin home had been artistically decorated for the occasion and the ceremony amid the pretty surroundings had a very pleasing effect, and the memory of their enjoyment will long linger with the guests. Many splendid selections were given by the A. D. D. quartette, "Glow Worm," especially, making a hit with the company.

There were many beautiful and handsomely embroidered pieces of linen showered on Miss Dovey, which in future will call to mind the delightful affair. A four-course luncheon was served later, which ended the pleasant afternoon.

The out of town guests were: Lillian Crowthers, Carolyn Barkalow, and Walter Stockford of Omaha.

Diamonds. Investigate prices at Crabill's.

## Advertising Does The Business

### Grand Island Firm Gives Object Lesson in Up-to-date Publicity.

The NEWS-HERALD is in receipt of a copy of the Grand Island Daily Independent containing a six-page advertisement of S. N. Wolbach & Sons, two of the pages being in two colors. This is probably the largest advertisement of one firm ever printed a Nebraska paper and emphasizes the fact that those Grand Island people believe thoroughly in the efficacy of newspaper space for advertising purposes. The ad was printed in two daily papers, and in a condensed form in several weeklies, and in addition, 12,000 bills were printed and circulated under one cent postage. In a communication to the manager of the NEWS-HERALD, the advertising manager of this firm, who is an old friend, and a newspaper man, says:

"All my life in newspaper work I have been preaching to merchants to use printers' ink—ADVERTISE. A month ago I came here as advertising manager for S. N. Wolbach & Sons. I am now practicing what I preached. We believe in advertising. Does advertising pay? We know it does by the crowds that come. Any retail store can do the same thing and make it pay. I think you can hold this ad up to your advertisers as an example for them to follow."

Grand Island is a city about twice the size of Plattsmouth. This firm has a store covering an area of 66x132 feet, two floors, and for the past several years has kept an advertising manager on the pay roll. In the recollection of the writer this man has invariably been a practical newspaper man and drew the highest salary in the store, the last man receiving \$1,800 per annum. It would probably be superfluous to point out the moral, though it may be said in passing that advertising rates in Grand Island are considerably in advance of those charged for the same service in Plattsmouth.

## Mr. Pollard At St. Louis

### Addresses Convention of Delegates of the Mississippi Valley Congress.

Hon. E. M. Pollard returned home Saturday from St. Louis where he delivered an address before the convention of the delegates of the Mississippi Valley Congress for the conservation of the natural resources of that section. Among other things Mr. Pollard said:

Let us take an inventory of the plant food contained in our soils. There are three chief elements of plant food in our soils that have a recognized market value—nitrogen, phosphorus and potassium. The inventory of the natural resources of the soil must include these three elements of plant food. According to a statement emanating from the geographical survey from 2119 samples of soil of the earth's crust taken from various parts of the United States, there is sufficient potassium in the first 7 inches of an acre of land to produce 100 bushels of corn every year for 2590 years, providing the corn stalks are returned to the soil. Potassium is one of the abundant elements of our soil, that is apparently inexhaustible. While the supply of potassium is almost without limit, we find that the same is not true of nitrogen and phosphorus. There is no more nitrogen and phosphorus in the first 7 inches of the acre of soil than would be required to produce 100 bushels of corn continuously for the full lifetime of one man. Without the presence of nitrogen and phosphorus in abundant quantities, it is impossible to produce large or even fair crops of grain.

Scientists tell us that there is enough nitrogen in the atmosphere above every acre of land to produce 100 bushels of corn a year for 700,000 years. The agricultural scientist has discovered that it is not difficult to draw upon this almost inexhaustible supply of nitrogen to supply plant food for the growing crops. By the planting of legumes—clover and alfalfa—it is possible to restore nitrogen to the soil. While the farmer is growing a profitable crop of these legumes, he is at the same time refertilizing the soil. While alfalfa and clover consume more nitrogen in

plant food than any other crop, yet a chemical analysis of a field made just before planting into clover and alfalfa, and another analysis made 4 or 5 years later show that the nitrogen contents of the soil had increased materially.

To preserve the phosphorus element of the soil is more difficult, as there is not an inexhaustible supply near at hand to draw from, as in the case of nitrogen. Leguminous crops are rich both in nitrogen and phosphorus. In 3½ tons of clover and alfalfa hay there is as much phosphorus and 40 pounds more nitrogen than in 100 bushels of corn. If the crop is fed to live stock on the farm, 1-4 of the nitrogen is taken up in the flesh and bones of the animals and 3-4 passes off in the solid and liquid excrements.

Where this excrement or manure is again returned to the field it carries not only nitrogen but phosphorus and potassium to the soil. The profligate waste of manure throughout the grain belt is appalling. Very few farmers practice saving the manure and returning it to the soil. Agriculture as generally practiced throughout this great valley robs the soil of both nitrogen and phosphorus and returns very little of either in any form. The average value of a fresh ton of farm manure is \$2.25. There are millions upon millions of tons of this rich farm manure going to waste every year, which ought, by all means, to be returned to the soil. Unless the farmers of the Mississippi valley discontinue this practice of year after year taking from the soil these valuable plant foods without ever replenishing it, he can expect a gradual decline in its productiveness.

During the last 10 years there has been a greater awakening among the more progressive agriculturists to the importance of preserving the fertility of the soil of our farms. The United States department of Agriculture, working in conjunction with the agricultural experiment stations of the various states of the Union has done much towards disseminating useful and valuable information among the farmers of our country. The first step in this movement was found in a rotation of crops; prior to the last 10 years it was not uncommon for farmers to continue planting the same crop year after year. There was little if any rotation of crops even in cereals. I know farms in Nebraska that had produced corn continuously on the same land for forty years. It is little wonder that these farms are being worn out. It was this system of farming that reduced the yield of the wheat fields of the Northwest from 30 and 40 bushels to the acre down to 10 and 15 bushels. Through the impetus emanating from the agricultural colleges and experiment stations farmers have been taught and are beginning to practice not only the rotation of grain crops but the permitting of the land to rest by being planted in legumes. While the average farmer does not understand the scientific process through which the soil passes in the restoration of its fertility through a rotation of crops with legumes, yet he is beginning to understand that such a system of farming increases the productiveness of his farm to a very marked degree. The more progressive and up-to-date farmers in the Mississippi valley are beginning to adopt this method of farming. Not only does a rotation of legumes with grain crops increase the fertility of the soil, but by the introduction of humus and other vegetable matters which retards erosion, which is contributing greatly to the exhaustion of the fertility of our soil. The application of farm manure aids also in the prevention of erosion. The practice that is common in some parts of the great valley, of selling all of the grain at the elevator ought to be discouraged. Through this system of farming very little manure accumulates to be returned to the farm, no opportunity is afforded of rotating grain crops with legumes to preserve the fertility of the soil. Says Professor Hopkins, of the University of Illinois:

"A large crop of corn, 100 bushels to the acre, will contain about 100 pounds of nitrogen in the grain and 48 pounds in the stalks, 17 pounds of phosphorus in the grain and 6 pounds in the stalks, 19 pounds of potassium in the grain and 52 pounds in the stalks. Quite similar relations exist between the grain and straw of other crops."

"Now, with these facts in mind, it is plain to see that a system of farming by which the grain is sold and only the stalks and straw kept on the farm and returned to the soil carries off in the grain much of the nitrogen and phosphorus. In both of these elements most soils are more or less deficient, while the potassium, of which the normal soil contains an almost inexhaustible supply, enough in the first 7 inches for 100 bushels of corn per acre for seven centuries is largely returned in the straw and stalks."

## Base Ball At Greenwood

### Big Double-Header Event is Won by the Locals.

The local bunch of ball tossers added fresh laurels to their season's work by getting away with both ends of the double header on the home diamond last Saturday. The first game Greenwood vs. University Place was a farce. After seven innings of play the score stood 9 to 0 and the game was called by common consent of the managers. Craig, who twirled for Greenwood did not have to exert himself while the three box men used by the visitors were pounded right merrily.

The score:  
University Place 0 0 0 0 0 0 0—0  
Greenwood 1 3 1 1 0 3 \*—9

The second encounter in which the home crew hooked up with the Mosher-Lampman Business College team of Omaha was a real contest and kept the rooters stirred to a high pitch until the last man had been retired in the ninth inning.

Greenwood scored right off the reel Stevenson, the first man up, getting a single through third, advanced on Howard's neat bunt and took third when Craig was safe on an error. "Stevie" scored and Craig advanced when Armstrong went out at first and Weideman brought in the second man on his neat single. The Omaha outfit came back in the second and scored three runs on two well placed hits and an error. Neither side was able to do anything further until the fifth when Stevenson was safe on an error by the short-stop and was again advanced by Howard on a sacrifice. Craig then walloped out a two-base hit over the center fielder, "Stevie" counting on the hit. With the score standing 3 to 3 and both pitchers doing their work as regular as clocks, it looked as if the game might go into extra innings, but the home boys put the result on ice when Howard singled in the eighth, took second on Craig's sacrifice and scored when Armstrong sent a dandy single just inside third base. Travis then passed Weideman and when the third sucker failed to hold the short-stop's high throw of Hurlbut's grounder, "Smiley" came in. In the meantime, Omaha had only got one man as far as second after the third, and the final score stood 5 to 3. Howard and Travis both pitched fine ball and Stevenson's back-stopping for Greenwood was a feature.

The Score. R H E  
Omaha 0 3 0 0 0 0 0 0 3 3 3  
Greenwood 2 0 0 7 1 0 0 1 \* 5 6 4  
Batteries, Travis and Bellman, Howard and Stevenson. Struck-out, Travis 2, Howard 6. Base on balls, Travis, 1. Two base hits, Craig and Bellman.

An addition was made to the local string of autos last Saturday when H. A. Leaver bought a Maxwell machine. It is a two-cylinder car of twenty-horse power, equipped with magnito and is to be furnished with a top soon. Hal has had considerable experience with machinery and can handle his auto very well.

The new elevator built by the Farmers' Grain and Stock Co. was completed and put into use last week. Frank Nichols will have charge of the office. The carpenters crew in the employ of G. H. Birchard, of Lincoln, left Monday to be gone all summer. Lester Brittinham and Ben Howard went with them.

Arrangements are progressing rapidly for Greenwood's celebration on July 3. Quite a program has been arranged. The Havelock band has been employed, the ball games scheduled, and the speaker secured. That is the prouder spirit—it doesn't pay to do things by half.

W. E. Hand, H. E. Coleman, J. E. Weideman, D. L. Talcott, Jno. Erickson, and L. H. Daft attended a Republican Committee meeting at Elmwood Friday, making the trip in Weideman's Buick car.

Mr. and Mrs. Geo. Clore and son Delbert of Abington, Ill., are visitors with C. E. Daft and family. They visited with L. H. Daft and family of this place last Wednesday afternoon.

Frank Nichols has been seen walking the streets this week. Upon inquiry it found to be a case of loneliness, his wife being a Red Oak visitor.

N. H. Mesker and son made the trip to Lincoln in their new Chalmers-Detroit machine Thursday.

J. R. Barr was an Omaha and Council Bluffs visitor last Friday.

# Help Wanted

It will take you about forty seconds to cut out this ad. Do this and bring it to our store and we will pay you well for it—pay you better than raising corn at \$1 per bushel, or alfalfa at \$20 per ton, and that is going some. The glorious Fourth is close at hand and you will probably want a suit of clothes for that occasion. We want to find out what our advertising is doing for us, so if you will bring this ad with you when you call for the clothes, if the purchase amounts to from \$10 to \$15 we will present you with a box of guaranteed sox. If your clothes cost from \$15 to \$20 we will present you with a \$2.50 hat, and if you buy a better suit the hat will be worth \$3.00. All goods are marked in plain figures, and this ad means just what it says.

## C. E. Wescott's Sons

"Where Quality Counts."