



ROYAL BAKING POWDER

Absolutely Pure

The Only Baking Powder made from Royal Grape Cream of Tartar—Made from Grapes—

A Guarantee of Pure, Healthful, Delicious Food



The News-Herald

PLATTSMOUTH, NEBRASKA.

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OFFICIAL PAPER OF CASS COUNTY

A. L. TIDD, Editor.
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TELEPHONES

Plattsmouth No. 85 Nebraska No. 85

ANNOUNCEMENT.

I hereby announce myself as a candidate for the republican nomination for Register of Deeds of Cass county, subject to the pleasure of the voters at the coming primaries. In asking for this nomination I desire to call attention to the fact that my services in the office of county surveyor, while being largely of a "thank you" nature, the remuneration being insufficient for the support of a family, have eminently fitted me for the duties of the office to which I aspire, and in case I should receive the nomination I shall use my best endeavors to be elected, and will give to the office my best attention.
E. E. HILTON.

AMBITION has no time for rest.

THE noblest motive is the public good.

THE wheels that turn gather no moss.

IF THE council be good, it matters not who gave it.

ADVICE to a fool goes in at one ear and out at the other.

HE THAT is afraid of doing too much always does too little.

A BLUNT wedge will sometimes do what a sharp ax will not do.

THE absent are always wrong. This applies to the Commercial club.

"WHERE there's a will, there's a way," is an excellent axiom for Plattsmouth business men.

THE Park Board are to be commended for the improvements which have been made in Garfield Park. The Park is in better condition today than it has been at any time in the last ten years.

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.

ous regard for administrative order and judicial procedure.

But even though the President has chosen to let Congress take its course in preparing a tariff measure without interference from the Executive department, some things have pointed toward the probability that he will yet have a large influence in shaping the bill. He has not hesitated to reiterate the position he occupied in the campaign. He has assured some of the solicitors that a good bill will be enacted. But more than all he has taken a significant hand in certain attending features, not directly a part of the tariff legislation, but intimately related to it.

It is significant of the President's reserve power that with a single message on the subject he has practically insured the enactment of a corporation tax law and the submission of an amendment authorizing Congress to enact an income tax law. Both of these measures are as unpopular with the leading reactionaries as low tariffs are, but their organization has been unable to withstand the force of the President's recommendations and the support they have enlisted. Both propositions are highly commendable, even if neither is absolutely ideal. They should have the support of all progressives. The objection to enacting an income tax law now—on the belief that it would be sustained by the supreme court—is a strong objection, for some measures for large revenue production is necessary, and it should not be assumed that the court will reverse itself. On the other hand, action on a constitutional amendment could be secured with little more delay than would attend another appeal of an income tax law enacted without such an amendment.

These recommendations by the President were unquestionably in order. And his action suggests that his influence on the Tariff bill, after each House of Congress has made its draft, may be sufficient to secure a much better bill than has been promised. What the people want, is results. They are perfectly willing to accord to every man the right to use his own methods. As for Mr. Taft's methods, he has shown in these two proposals and in the sugar trust case that he does not lack either promptness or aggressiveness when the need of executive action is manifest.—Kansas City Times.

WHAT ADVERTISING WILL DO

Advertising not only rules the prosperity of the newspaper publisher but it rules the prosperity of every retailer, every manufacturer, and every distributor. Business is no longer a hand to hand conflict in which personality wins the fight any more than the battlefield is the arena of personal heroism. Physical bravery at a distance of one mile is an obsolete emotion. It is the man with the longest shooting gun, the man with the heaviest artillery, the man with the best aim that counts. It is mathematics against brute strength, science contrasted with hysteria. Advertising makes neighbors of communities. The location of a factory means nothing—it is the location of its publicity that counts. Advertising has built mills along the banks of unheard of streams and factories in the midst of second-rate communities located out of the path of traffic and the roar of the crowds are just as omnipotent as though they were reared upon expensive real estate in cities of the first class.

If there be a merchant within the range of my voice who has not adapted his business to the changed business conditions, let him beware. You must advertise—not only for new business, but to hold what you have. If you don't advertise, your competitor who does, will surely take your business.—H. M. Parker, Business Manager Chicago Tribune.

THE Nebraska Telephone Co. has practically completed its new plant in this city at an expenditure of something like \$25,000, and more expenditures are yet to be made. This company now has its offices located in the Falter & Thierolf building. We have watched the progress of the vast improvements of this company with considerable interest, for we are firm believers that nothing is too good for Plattsmouth. The Nebraska Telephone Co. is certainly to be commended for the splendid telephone plant it has now installed in this city. We do not hesitate to say that no better plant can be found in

any city of this class in any state. The service will be perfect, or as near perfect as human machinery can be made perfect. Poor service in telephones is not worth the money no difference how cheap it may be. The best is the cheapest even though it may cost a trifle more. In a double column article with bold black faced headlines in the issue of the Plattsmouth Journal of January 27th, 1909, appeared an article telling of the great improvements which the Nebraska Telephone Co. were contemplating. The Journal says: "This announcement of the of Nebraska Telephone Co. ought to be hailed with delight by all as it is another indication that the coming year will be one of the liveliest and best the city has ever known." Again the Journal says: "That the public would be willing to stand a reasonable increase if the service is given, is quite likely, and that there will be any pronounced dissent is unlikely." But whenever a paper is ready to sell out its columns to any corporation for a few dollars, as has recently been done by the Journal in its denunciation of the Nebraska Telephone Co. since this company began its improvements is not our idea of building up a city. This company has conformed to its announcement to the very letter, and is to be commended for so doing. We believe in presenting the matter to the public fairly.

THE enterprising towns of Louisville, Elmwood and Murray are arranging to celebrate the Fourth of July. The Fourth occurring on Sunday the celebrations will be held on Saturday July 3. These towns are to be commended for their enterprise. Plattsmouth will not celebrate this year for the reason that it does not want to conflict with these towns.

LET everybody give their assistance to the committee appointed to arrange for a Business Men's Carnival. It should be made a great success. The first one should be a success and then it will grow more and more from year to year. It should be made the greatest event in Cass county.

Married Under Difficulties.

Joseph Wagener, aged 37, and Francisco Senwartz, aged 37, were married at the Court House Wednesday by his honor, County Judge Beeson.

In uniting the couple in marriage it was necessary for the judge to, call in an interpreter as neither of the contracting parties could speak English and the judge could not speak German. It was a very unique situation and the judge was certainly up against it for a short time.

County Assessor Soennichsen was called in and the ceremony was easily completed. Mr. and Mrs. Wagener will reside in Eight Mile Grove Precinct.

Goes To Omaha.

Clarence Staats, son of George Staats the good natured mail thrower at the city post-office has received and accepted the offer of a very promising position with the Merchants' National Bank of Omaha, and will soon leave for that city to begin work.

Mr. Staats graduated from the High School this spring and is a capable and dependable young man and will speedily advance in the banking business.

Clarence is a mixer and has hosts of friends who wish him every success in his chosen line of work.

First Church of Christ, Scientist.

Sunday Services, 11 a. m. Subject "Christian Science."

Sunday School, 10 a. m.

Testimonial Meeting, Wednesday 8 p. m.

Coates Block, Room No. 227.

Reading Room same address. Open daily except Sunday and Monday, from 1 to 3 p. m., where authorized literature on Christian Science may be read or purchased.

The public is cordially welcomed.

Second Church of Christ, Scientist.

Sunday school, 9:45 a. m.

Divine service at 11 a. m. Subject "Christian Science."

Mid-week meeting Wednesday evening at 8 o'clock.

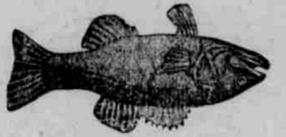
Church is located on Sixth street, two blocks south of Main street. The public is cordially invited to all services.

The reading room in the Coates block is open ever Tuesday, Thursday and Saturday afternoon from 2 until 5 o'clock.

Conrad Schlater and wife left Wednesday for Havelock, where they will visit relatives for some time, later visiting relatives in Lincoln and Omaha before returning to Plattsmouth.

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. B. Republic, Missouri.

Surprise Party.

A surprise party was given Tuesday evening in honor of Miss Agnes Foster who is visiting in the city at the home of her parents. The event was participated in by about forty of the Loyal Sons and Daughters of the Christian church. Music and games were enjoyed until a late hour when refreshments were served.

Home Again.

Dr. T. P. Livingston returned home from his trip to the east yesterday morning.

While the Doctor went for the purpose attending a meeting of the American Medical Society at Atlantic, N. J. he also visited a great many large cities and places of interest, especially his birthplace at Dingman's Ferry, Pa., where he remained several days.

W. G. Schultz came in to do some trading Tuesday, as it was too wet to work in the fields. While here he bought 1000 envelopes printed by the NEWS-HERALD.

E. G. DOVEY & SON

RUGS

To our line of rugs we have lately added the Olson Fluff—a rug you are no doubt acquainted with and which gives the best of wear at moderate prices:

Size 27 inches by 45 inches	\$1.45
" 30 " " 60 "	1.88
" 27 " " 63 "	1.98
" 36 " " 72 "	2.50

If in need of small and medium sized Rugs you should see these. You will appreciate at price offered.

A lot of Carpets and Rugs about 27x54 inch sizes at from 79c to \$1.25. A nice selection of Moquette Rugs in popular sizes—27x54 and 36x73. Also large size in beautiful patterns.

Summer Underwear

Ladies Union Suits, low neck, sleeveless, cuff knee, 35c, 50c and \$1.00. Low neck, sleeveless, lace trimmed, 35c, 50c 75c and \$1. Low neck, sleeveless, extra sizes, 40c, 50c, 75c and \$1.25. Ladies' knit pants, cuff knee and umbrella style at 25c, 35c and 50c. Extra sizes 45c and 50c. Ladies' Vests—good quality at 10c, 15c, 25c and 50c. Extra sizes 15c, 25c and 50c. Long sleeve vests at 25c, 30c and 50c. Knit Corset Covers at 25c, 35c and 50c.

Just received for the sweet girl graduate a beautiful full line of fans. Prices from 25c to \$2.50! Hand embroidered handkerchiefs, exquisite designs—all new. Fancy hose in all the late shades—plain, gauze, lifle and embroidered; New and up-to-date things in Umbrellas and Parasols.

E. G. DOVEY & SON