

The - Plattsmouth - Journal

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What has become of the Roosevelt policies that Taft was going to adopt? Have they gone glimmering among the things that were? It looks that way.

A certain New Jersey justice of the peace, who makes a specialty of performing marriages, is a firm believer in the effectiveness of advertising. Finding business in his particular line dull, he decided to advertise. Among the inducements held out by him are a present to the bride, an air of solemnity at the ceremony, ushering the prospective bride and bridegroom to his parlor to the strains of a wedding march, his daughter and grand daughter being musicians, and a large floral bell under which to perform the ceremony. That surely should be enough to fetch 'em.

The writer was in Union last Saturday a few hours for the first time since late last fall. Since that time they have had two disastrous fires burning out the hotel and two or three business houses. While the material is on the ground to replace the business houses, it would seem that the lot where the hotel stood will remain as an eye-sore for some time. Union can be made one of the best hotel towns in the state, if a person can be found with \$5,000 capital to erect a modern hotel of brick. To the right man the business men will render all the assistance in their power to get a new hotel. The old frame that went up in flames was a very poor excuse, and traveling men, who would have remained in town over night, shunned the old rattle-trap, and if it was impossible for them to get out of town after transacting their business, they would dive out of town. Some good hotel man will do well to investigate this proposition.

The Mail Order Menace.

You hear much these days about the curse of the mail order evil and the menace that these great retail institutions are to the small retailers of the country. On all sides you hear the lamentations of the retail merchant and his appeal for protection from this great retail octopus, whose tentacles have penetrated every village and hamlet throughout the country. The picture is not overdrawn nor is the danger over estimated. The menace of the mail order house to the local retailer is present and exists to an alarming degree.

There is no escape by legislation, nor relief through public sentiment. It is a clean cut issue between the mail order house and the retail merchant for the business of every community. The result will be determined largely by the future and it is merely a question of the survival of the fittest. There is little left for the merchant to do but fight for his existence, and as the old adage goes, "fight the devil with fire." There is but one weapon with which to penetrate the tentacles of this great octopus and that is advertising. The mail order houses are living examples of the value of retail advertising.

If the retail merchants in every country town would place himself upon an equal basis with these concerns, he must convince his people he can serve them best he must place advertising in the homes also so that the things which he has to sell and the prices that he gets for them may be compared with the price of the mail order house. The success of any business depends largely upon two things—first, effective advertising that brings people to your store and second, the delivering of your goods according to your advertisement.—Fairbury Gazettee.

Our Lincoln Letter.

Lincoln, Neb., April 20th, 1909.—Special Correspondence—Despite the constant criticism of an adverse partisan press at the state capital during the entire legislative session the people are informing themselves concerning measures enacted into laws by a democratic legislature and signed by a democratic governor, and history will record that the 1909 session passed more good, wholesome laws, measures that will distribute more equitably the burden of taxation, and at the same time correct a greater number of prevalent evils, than has any former legislative body in the history of the state.

It should be born in mind that every platform pledge of the democratic party was fulfilled, and the legislature went further and in addition passed an unusually large number of meritorious bills. It may be truthfully said also that no legislature in the history of the state

ever passed so few so-called "freak measures," and no vicious or unjust laws were enacted.

There has been a great deal of fault-finding from a republican source concerning the labors of the session. It is a common thing to hear the comment that the bank guarantee bill really amounts to nothing at all, and falls far from the mark of fulfilling the platform pledge of the party, but if you have followed the metropolitan press you will have observed that a gathering of the big bankers was held at Omaha last week to devise ways and raise funds to defeat the purpose and object of the law, notwithstanding the fact that at least nine-tenth of the people of the state of Nebraska today, with the political situation removed, are strongly in favor of the guarantee law. The highest compliment that could possibly be paid to the measure is to have these big bankers, the men who want to use the people's money for nothing, and if losses occur make the people stand for it, literally tear up the earth in their efforts to defeat the bill.

In order that the state railway commission, the courts and the public may have something upon which to base the earing capacity, a basis for dividend earnings as well as for the purpose of taxation, of the public service corporations of the state, a physical valuation was passed carrying with it an appropriation of \$40,000. The governor has supervision of the work and has already been in consultation with the railway commission, outlining a campaign with a view of first valuing the railroads of the state. This bill is one that will bring great relief to the people in the way of equitable rates, and at the same time compel the railroads to pay their just portion of the taxes.

As a companion measure to the physical valuation bill the governor by special message had a law passed requiring all corporations hereafter organized in this state and having for its purpose the placing of stock upon the market, to first receive the consent of the state railway commission by showing that the property and assets of the corporation is adequate and sufficient upon which to base the stock issue. This bill will in the future prevent a great deal of stock jobbing and swindling transactions in the floating of watered stock.

The democratic party in Nebraska has placed itself above the control of the so-called liquor interests of the state by enacting more legislation having for its object the control of the sale of liquor than all previous legislation in Nebraska for a quarter of a century. A bill as passed prohibiting the sale of liquor to a person who has been treated under the provisions of the dipsomaniac law; another making it a misdemeanor to drink liquors on trains; Governor Shallenberger vetoed a bill which will prevent the sale of liquor at the army post at Ft. Crook and in this he was sustained by the legislature without a dissenting vote. With the closing hours of the session came the "Day-light" saloon law, making a record on liquor legislation that has won the encomiums and admiration of the great masses of the people.

The opponents of the 8 o'clock closing law, and they are confined principally to Omaha, express themselves as being entirely satisfied with the Slocum law, without this amendment, but it is not too vain that it will indulge the thought that it will yet receive the approbation of those who worship at the shrine of the Czar at the city hall in Nebraska's metropolis.

In all 202 bills were passed by the legislature and signed by the governor, 78 of which originated in the senate and 124 in the house.

To the credit of the legislature so recently adjourned it may be said that it appropriated over \$700,000 for normal schools, in excess of any sum heretofore appropriated, and the same spirit for adequate provision for educational interests of our splendid state was shown in all the appropriations for carrying on and improving the schools of Nebraska.

A delegation of old soldiers from the Soldiers and Sailors Home at Milford called upon the governor Friday and entered a vigorous protest against the action of some of the republican state officials who are attempting to deprive them of the money appropriated by the recent legislature to reimburse them for the funds so unjustly taken under the guise of "Rule 17," adopted under the republican administration of the past two years.

The thousands of readers of the Journal know right where to make their purchases when they come to town. They see it in the Journal.

If the Lincoln papers would pay more attention to their own affairs and let Omaha alone, they would perhaps please their readers better.

Now is the time to dress up your front and back yards. Don't put it off till real warm weather. Bythway don't forget the alleys where you throw all your rubbish during the winter.

"When will prohibition prohibit?" asks a reader of the Journal. When all the United States join in making prohibition prohibit, and the national government ceases receiving the millions of dollars revenue it does from the manufacture and sale of whiskey. That's when prohibition will prohibit and the youngest people on earth will never live to see that time.

It is a little early, but don't you think it about time to discuss the matter of a Fourth of July celebration? Last year Plattsmouth had the most successful celebration ever held in Cass County, and the largest number of people were here that ever assembled in the town on a like occasion. Everybody went home greatly pleased, and it was the talk of the entire county for months. It was a big advertisement for the town, and the people are ready to come again this year. Will they have an opportunity?

Whatever may be said of Mayor Dahlman, of Omaha, the people of that city realize the fact that he has made the safest soundest executive they have had for years. Jim Dahlman may have many faults (and who has not?) but the voters of Omaha realize the fact that his few faults should pass into insignificance, when it comes to a thought of his many qualities and the manner in which he has guided the destinies of this great metropolis of Nebraska during his incumbency.

The city election in Lincoln is not as hotly contested this spring as it has been in previous elections. The fight for mayor has narrowed down to Love, the republican candidate, and Bob Malone, the democratic candidate. John B. Wright, who expected to run by petition, has withdrawn from the race. Bob Malone is a good man, and should be elected. Many of the republicans and all the democrats prefer Mayor Brown, but he emphatically refused to serve another term. Everyone in Lincoln is of the same opinion, that Frank W. Brown has the credit of being the most competent and best mayor Lincoln ever possessed.

The Income Tax.

Every real democrat will be rejoiced that the democratic members of the United States senate have agreed to stand solidly for an income tax amendment to the Payne-Aldrich tariff bill. When they take this stand they are on solid democratic ground, and are fighting on the right side in the old, old conflict between the special privileges and equal rights.

The income tax is honest and just and democratic. It taxes men in accordance to the benefits they receive from society and in proportion their ability to pay. It is easily and cheaply collected, and every dollar that is paid, under an income tax, goes directly to the support of the government.

Taxes raised by a protective tariff represents taxation in its most expensive form. For every dollar the government collects, the protected interests collect five. The one dollar goes into the public treasury. The five dollars goes into the coffers of the trusts.

Taxes raised by a protective tariff represent taxation in its most unjust and oppressive form. The poor man, for example, eats about as much sugar as a rich man. The poor man with a large family buys more sugar than a millionaire bachelor buys. When, therefore, a tariff tax is levied on sugar it is paid principally by those who can least afford to pay it, and who have the least share in the riches they help produce.

The same is true with taxes on lumber, glass, nails, wire, clothing, dress goods, shoes, stockings, hats and caps, dishes and pots and pans, tableware and furniture, etc. Such taxes at an average of nearly 50 per cent collected directly by the government and indirectly by the trusts, represent a large percentage of the large expenditures of the man with an income of a thousand dollars a year. But they represent a very small percentage of the man with an income of the millionaire.

A tariff tax is a tax on poverty. An income tax is a tax on wealth. Which ought to pay? Which can best afford to pay?

It is encouraging to note the assertion that a dozen or more republican senators are counted on to join the forces with the democratic senators in support of the income tax. That there will be enough for them to win success will be the hope of nine people out of every ten, through the length and breadth of the republic.—World-Herald.

Say what they please of Omaha, they must acknowledge that it is the only metropolitan city in the state, and that it is as far ahead of Lincoln as Lincoln is ahead of Plattsmouth. Omaha is able to look after her own interests, and she is doing it, too, notwithstanding the constant kicking of the Lincoln papers.

Compound of Ignorance and Pharisism.

Because President Elliott, of Harvard, after having studied the race question at close range, has declared the necessary preservation of a face barrier, he is being roundly denounced by certain New England papers. President Elliott had said that he believed radical intermingling, leading to miscegenation, would be fatal to both white and black, and keeping the races separate was a necessity to prevent disastrous consequences.

President Taft also having studied the race problem at close range, reached the same conclusion, which he expressed in his declared purpose not to appoint negroes to office in Southern communities, and he also come in to share the abuse of this class of papers. How bitter this is appears from the following rabid expression, given publicly in the columns of the Boston Transcript:

"In truth Dr. Elliot and President Taft seem to be trying to do the same thing at the South, with sweet words and half-meanings—to strew sugar over bottled spiders."

The article in which this appears is headed: "Sugaring Bottled Spiders," and what is meant by "bottled spiders" is made clear when "Kentucky feuds, Tennessee street murders, Atlanta riots and Lincoln assassinations" are bunched as "the residuary legatee of negro slavery" and a "misguided race hatred that slavery fostered. A more striking illustration of ignorance and pharisaism combined it would be impossible to find."

Between the Kentucky feuds or the Carmack murder and the negro race question there is about as much connection as there is between digging potatoes and playing a fiddle, and they could be put into logical relationship only by a mind warped by prejudice. It is only the pharisees who can accomplish this feat, these holier-than-thou people who imagine they are saints, and condemn as sinners all who do not do as the pharisee thinks he would do because he knows nothing about it.

There seems to be a great deal to say in the papers about Missouri and prohibition, but just mark our prediction—it will be the last state in the Union to vote a constitutional amendment to that effect. The republicans last fall co-operated with the breweries, and they furnished the money to carry on the campaign for that party, while the democrats fought the fight on their own resources. Now the republican members of the legislature want prohibition, just what the breweries detest. When a vote is taken in Missouri we are willing to wager anything in reason that the prohibition will be defeated by one hundred thousand majority. The republicans of the grand old state are born hypocrites, and they will do anything to get into power, while the democrats make a platform and stand squarely upon it for victory or defeat. There can be no prohibition in a state with three large cities like St. Louis, Kansas City and St. Joseph controlling the politics of the state, especially when the democrats return to power by the votes of those citizens who are gradually finding out what hypocrites these republicans are. The same is true in Nebraska.

Habitual Constipation

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