

The Plattsmouth Journal.

SEMI-WEEKLY EDITION—FOUR PAGES

VOLUME XXIX

PLATTSMOUTH, NEBRASKA, MONDAY MAY 2, 1910

NO 33

THE SUBJECT OF ADVERTISING

"Advertising as a Factor of Town Building" a Paper Read Before Commercial Clubs State Convention

From Friday's Daily.

Every city and village that has any inducements for new industries should be spending money advertising, even if merely through want columns of metropolitan dailies, and every community should encourage local correspondents to send out stories of even the "bad" things that happen for the sake of the advertising in getting the town's name in print, declared N. A. Huse of the Norfolk Commercial club, before the annual convention of the state association of commercial clubs here yesterday. "Advertising as a Factor of Town Building," was the subject. It was also declared that Nebraska should, as a state, appropriate an advertising fund. The paper said in part:

"There are two kinds of town advertising—the kind you pay for and the kind you don't pay for. The one may range all the way from a 10-cent want ad in the newspaper to a two-page spread in a magazine at \$5,000 a throw. The other includes the good words spoken for a town by its loyal citizens away from home, the press agent stories sent out with deliberate advertising intent and cleverly slipped under the telegraph editor's guard, and the real telegraphic news dispatches bearing the town's date line and used for their news value by the big newspapers of the country. Under this last classification, of course, must be included the news reports of the good and the bad—and more often bad than good—but even though the story told be a disagreeable one and one to make citizens of the community in which the incident happened shudder at its awfulness—even the very bad news emanating from a town will prove on the whole, it seems to me, to be remarkably good advertising. And the bad stories have this virtue—the general public likes to read bad things that bad people do and for that reason the telegraph editor will jump at this kind of a dispatch and eagerly call attention of thousands of readers to your town in the date line on the story where he would probably find room only in the waste basket for the report of an uninteresting Sunday school convention.

"An incident took place in Kansas City not many weeks ago which was in itself a degenerate type, yet Kansas City got good advertising out of that incident even in spite of the low moral level from which the story sprang. For at least a day the name of Kansas City was given a conspicuous position in every morning newspaper in the world, two columns of that story was cabled to Europe.

"During the Gregory county land rush 10,000 people went in droves from all parts of the United States to take chances in Uncle Sam's big land lottery. Thousands of them went because they had heard that land rushes hold the elements of the sensational and the dramatic; thousands of them had heard of Bonesteel and they heard of Bonesteel because of the bad things that happened there. Through that first opening and the badness that cropped out at Bonesteel, the Rosebud reservation was given a greater publicity throughout the United States than any other strip of government land and when Tripp county was opened up farther west, a still greater throng, to a large extent as a result of the publicity that had been given the shootings during the first rush, took a chance in lottery No. 2.

"There is not a town or even a village in Nebraska today which, after it has any real advantages to offer investors as inducements for locating, can not afford in a limited way to systematically follow up this same plan. The method to be used, I would suggest, would be the want columns of the metropolitan daily paper circulating in the territories from which interesting inquiries can be expected. A want ad. of fifty words can be carried into a million homes for a \$5 bill."

George Hild, the well known and popular farmer from the precinct, drove in this morning from his home to look after business matters in the city.

An Enjoyable Event.

Miss Esther Larson, teacher in District 12, finished a very successful term of school last Friday, and to give the pupils cause to remember her she gave them a picnic and dinner last Saturday. A fine dinner was one of the features of the day, which was followed by an excellent program rendered by the pupils and was enjoyed by patrons and others. Miss Larson has been a very efficient teacher and the people of this community as well as the pupils regretted to see her leave for her home in Plattsmouth.—Union Ledger.

A GENERAL CLEAN-UP WILL HELP

A. V. Johnson, Deputy Fire Commissioner Offers Some Suggestions.

A. V. Johnson, chief deputy fire commissioner of the state, has sent out the following suggestions in the hope that they will prove beneficial to every community, and especially to such cities as Plattsmouth:

"The Nebraska Fire commission, whose business it is to do everything possible for the prevention of fire waste desires to direct public attention to the necessity of a general clean up during spring time. Debris that has accumulated during the winter months should be thoroughly cleared away. The reasons for this are obvious; one which might be mentioned is that this debris is often responsible for spontaneous combustion, which, more prevalent during the hot summer months than during the colder period, is generally regarded by experienced fire fighters as one of the chief causes of what are called "unknown fires."

"Too often houses are built without giving the proper consideration to attic ventilation; the hot summer sun beats on the roof, the heat in the attic becomes intense and with the attic filled with rubbish, dust, oily rags, highly varnished pieces of furniture or other accumulations spontaneous combustion is a natural result.

"Closets are often used for storing away greasy overalls, old clothes, and oily rags; such closets should be thoroughly cleaned and this is particularly true of the closet under the stairway which is too often permitted to become a fire trap immediately under the only way of escape from the upper stories of the building.

"This is the season for varnishing and painting, hence old rags used for wiping greasy wood and varnished surfaces should be burned; if they must be saved for future use they should be kept in an iron receptacle substantially covered and set away from the wood buildings.

"Paint and oily rags, varnish and waste, used to wipe machinery are particularly liable to spontaneous combustion.

"We desire to suggest that when people are removing their stoves for the summer months if they would be careful to see that the hole in the chimney was stopped with a metal thimble and not with paper or rags it would prevent a great many fires.

"If municipal authorities will exert some efforts to have property owners and tenants observe these suggestions considerable fire waste may be avoided."

A Fine Time.

From Friday's Daily.

The meeting of the Frauen Verein of St. Paul's Evangelical church was held yesterday afternoon at the home of Mrs. John Bauer and a most delightful gathering it was. There was a record breaking attendance present, there being some seventy ladies present. The afternoon was most pleasantly spent, Miss Helen Kline by request singing a very pretty song in excellent voice and Misses Pearl Mumm and Paula Sattler playing several selections on the piano. There were charming and dainty refreshments served during the afternoon, the hosts being assisted in serving by Misses Pearl Mumm, Elizabeth Campbell and Jessie Robertson and Mrs. John Lutz. There were a number of ladies present from the country including Mesdames Phil and Ed. Becker.

Mrs. Georgia Creamer and her niece, Miss Vera Yardley, came up this morning from their home near Murray and were passengers for Omaha on the morning train, where they will spend the day.

WILL GET A NEW DEPOT

Union is Almost Assured of What It Has Long Needed

The Missouri Pacific is making preparations to comply with the request of the people for better depot facilities at this place, and although the company does not say so in exact depot, and it is probable that the improvement will consist of a large new depot, it is probable that the old depot, to be erected in the near future. Official notice was received Tuesday by Agent G. F. Whitlow, and in his letter Superintendent A. De Bernardi of Atchison says: "You may advise the citizens of Union and others at Union and vicinity interested, that it has been decided to enlarge our station facilities, which will provide two waiting rooms, additional office room, etc., and work will be commenced as soon as material can be assembled."

This action on the part of the Missouri Pacific will be hailed with delight by the people of Union and vicinity, as they have felt the need of better accommodations for a long time, and now that the company shows a disposition to be fair and give the recognition due a town of the importance of this one, we will all be glad to join the company in working for the advancement and business growth of both the town and company. The hearing before the state railway commission on March 2d opened the eyes of the railroad officials to the fact that this village had been "overlooked" in the matter of accommodations, and the Ledger is pleased to note the promptness with which the company took steps to remedy the conditions here. Let us hope that the contemplated improvement means a handsome new depot—and we believe that is what is coming.—Union Ledger.

Bride and Groom Arrive.

From Friday's Daily.

W. J. Mulvaney and bride arrived in the city last evening and will make their home here in the future. Mention was made in the Journal several weeks ago of the departure of Mr. Mulvaney for Chicago where he was to be united in marriage to a most charming and estimable young lady of that city. The marriage took place last Wednesday in that city and the newly wedded couple at once came to this city. Mr. Mulvaney has been a resident of Plattsmouth for several months past and has made a very large number of friends during time. He is employed at the Burlington shops as an electrician and is a young man of marked ability and sterling worth. He stands very high in the estimation of all who have met him. The bride is a very charming and handsome young lady of many accomplishments, and she will be warmly welcomed to this city where she will soon have a large circle of friends. The many friends of Mr. Mulvaney extend their hearty congratulations and wish the happy couple a long and prosperous wedded life.

Off for Texas.

W. E. Rosencrans, the real estate man, will depart next Tuesday for the Texas gulf coast country conveying a large delegation of Plattsmouth and Cass county citizens who will look over the land in that section with a view to purchasing some of it. They will make a trip which will include the principal points in that state such as Houston, Galveston, San Antonio, Austin, Port Worth, Dallas, Falfurrias, Brownsville and Laredo and will be gone for several weeks. Mr. Rosencrans had a letter recently from his son Bruce who is now in that country with a party of gentlemen and he is greatly interested and surprised at the wonders of the country. He writes very enthusiastically over the country and his father believes the entire party feels the same way over it.

A Fine Meeting.

The Woman's Auxiliary of St. Luke's parish met at the home of Miss Verna Leonard yesterday afternoon at 2:30. There were a large number of the ladies present and the early hours of the afternoon were spent in discussing plans for carrying on the work of this most worthy organization. The remainder of the afternoon was most delightfully spent in a social way, social conversation, music and the like being indulged in. Dainty refreshments were served.

Moving Many Laborers.

The Burlington is taking from twenty to two hundred laborers to the northwest every day. They are to be employed on new work by the company. One evening during the past week more than two carloads were hauled out of Lincoln on one train and trains preceding and following this one also carried large numbers. Most of these laborers are foreigners. Where they have a carload of laborers these are placed in a car by themselves and kept separate from other passengers. Where there is less than a carload the laborers often take possession of the smoker, to the exclusion of other passengers.

EVERY CITIZEN SHOULD HELP

To See That the Census Enumerators Enroll Every One.

A number of the cities and towns of the state have been making strenuous efforts to get their census up to the actual population of the city but so far small effort has been made in this respect in this city. The enumerators have been going their rounds and gathering in the names of all residing in the city but no aid has been given them on the outside except spasmodic attempts by individuals to do so. There should be an organized effort instituted at once to secure for this city a full and fair count of the population. The Journal will do its share in this respect and it believes nine in ten other people and institutions in the city will do likewise. Let everyone put his or her shoulder to the wheel and help boost the census.

Undoubtedly everyone knows of someone who the census taker may have overlooked. Let them notify the enumerator or notify some city officer or officer of the commercial club of the name and the enumerator will be gotten busy. The importance of the census to the city cannot be underestimated and all should realize that all names should be on the rolls.

There is still a long time left in which the names can be secured and the enumerators will do their work right up to the last moment if necessary to secure a fair and full count of the population. Plattsmouth at the last census fell down hard owing to neglect of the work and lack of systematic organization to push it along and that should constitute a warning to the public this time. Organization means that the city will get a fair count and it should make a fine showing in the way of increase over ten years ago. If the matter is neglected, this will not be done and the city will be unjustly accused to falling behind in the race. It has not fallen behind but has actually advanced and the census enumerators would be convinced of that fact by systematic aid extended them by the city as a body.

Serious Accident.

From Saturday's Daily.

John Lowther, a well known citizen of this city, last Wednesday had a narrow escape from severe injury while helping his brother-in-law, Geo. Mark in hauling some hogs. The gentlemen were driving along the road near Nehawka when a tug became unloosed on one of the mules which Mr. Mark was driving. Lowther stepped down on the wagon tongue to jump to the ground, placing his hand upon the back of one of the mules as he did so. The mule scared and gave a leap forward, throwing the gentleman to the ground slightly to one side of the wagon road. His left foot, however, was in the road and the loaded wagon passed over it before the team could be brought to a stop. As soon as possible Mr. Lowther was taken to Union where an examination by a physician disclosed that no bones were broken but the foot was very badly bruised and the physician had to apply a dressing to it. Mr. Lowther came up to this city that evening and has since been at his home here. The foot yesterday was black and blue from the crushing it received and is painful to get about on. It is believed that it will be well, however, in a short time and he can resume his work.

Mrs. W. H. Freese and her daughter, Mrs. Don C. York and L. V. Copenhaver, are spending today in Omaha, having been a passenger for that city on the early morning Burlington train.

A Large Wad.

Herren Henri Miller and Claus Speck this morning got a shock which has taken several years off their lives and made them old men before their time. The occasion came about when a stranger stood up in front of the long, highly polished, mahogany bar of J. E. McDaniel and started an argument with Herr Miller concerning the probability of the city of Lincoln adopting the dispensary system. To strengthen his position Herr Miller ventured to say "I'll bet you they do" when the stranger said, "All right. Put up the money," and pulled out of his pocket a large, fat bundle of money from which he deftly extracted a \$1,000 bill—good, legal tender of the realm. Herr Miller gazed and suddenly the whole world swam before him and he saw the figures on the bill as in a dream. He uttered a few short gasps and a faint cry for "help" then he fainted away. Herr Speck witnessed the unusual excitement and hurried up, thinking perhaps the stranger had taken a drink of that fine old Tokay wine vintage '56, and for the first time the horrible vision of the thousand dollar bill burst upon his gaze. He gave a strangled, inarticulate cry of terror and seized the back bar for support. Fortunately the arrival of aid saved the lives of the two gentlemen but they have been nervous ever since the event and the mere mention of a bet gives them chills. The man who offered the bill on the bet is said to have been from St. Joe, Mo., and is a horseman. He had a roll which the boys claimed was not less than \$8,000 in wealth.

Returns From Convention.

Messrs. A. L. Tidd and Rea Patterson who were delegates to the state convention of commercial clubs at Columbus, returned last evening, after having spent two days in that city. They found the gathering to be a large harmonious one and there were many papers read of much interest to the commercial world. There were many clubs represented and the meeting was in a large sense a review of business condition in other cities in the state. Mr. Tidd was much impressed with the reports of progress which other places presented and compared them with the condition of things here. He found that Plattsmouth had as good if not better a showing than most of the other cities represented, in fact, being possibly excelled by only one other city of its class in the state. General conditions throughout the state were declared to be good and the delegates present seemed very optimistic for the future. The convention selected Kearney as its next meeting place, that city defeating Lincoln for the honor after a hard fight. One of the principal features of the meeting was the strong advocacy of municipal advertising by a number of the speakers. The idea was advanced and advocated that the cities of the state should advertise if only a little in their local and metropolitan papers showing the advantages of their cities. The idea of the state having an advertising fund to be expended in setting forth the advantages of the state at large was also strongly advocated. Altogether the meeting did a great deal of good and advanced materially the welfare of the state and the business interests of the state.

In County Court.

In county court Judge Beeson yesterday heard the claims against the estate of Sophronia Parsell, deceased, allowing the only claim on file that of Harriet L. Bailey of Galesburg, Ill., against the estate. The claim amounted to \$992.54 with interest. J. V. Parsell, the husband of deceased, was executor of the will. Wm. Deles Dernier is attorney for the estate and W. C. Ramsey appeared for the claimant.

Judge Beeson this morning appointed Hanah Hanson as guardian for the minor heirs of the estate of John G. Hanson, deceased. The heirs are Jessie, James, Emma and Merle. A. L. Tidd appeared for the minors.

A final settlement was also had this morning in the estate of James Krolek, deceased, and the administrator W. J. Streight together with his bondsmen discharged from liability on his bond. His accounts were examined and allowed. The property left was also assigned and distributed.

W. H. Hill and wife of Pleasant View farm west of the city, came in this morning and spent the day attending to business matters.

LOSES HOME AND CONTENTS BY FIRE

Not Even the Clothing of the Family Was Saved.

From Saturday's Daily.

Fire shortly after midnight last night destroyed the home of John Elliott just north of the city and near the big cut of the M. P. road. The destruction was complete, the unfortunate family losing everything which the house contained while the structure was burned to the ground. The fire was of unknown origin but is presumed to have started by rats gnawing matches of which there was a large box in a shed kitchen attached to the house. It was in this shed that the flames were discovered by Mr. Elliott who made herculean efforts to put out the fire. He seized a pall and ran to a tank some distance from the house, taking water from it and returning to fight the fire. He made a number of these trips but owing to the distance the flames steadily grew in columns until they were beyond control and swept away everything.

The building is located outside of the fire limits of the city and the department did not turn out as there was no water available. The central telephone office called up as many of the neighbors of the unfortunate people as they could and they hurried to give him all possible assistance but before they could get there the flames had done their work and the building had fallen in. John Rutherford living some distance south of the fire was among those who were called up and he hurried to give Mr. Elliott his assistance but by the time he arrived there the roof of the house had fallen in and nothing could be done.

The family did not even save their clothing and lost the entire contents of the house which was a one story frame structure with some five rooms. Owing to Mr. Elliott's efforts to put out the fire the household goods were not removed and soon went up in smoke. He did not save his clothing and has been obliged to go about today with only some second hand and worn overalls for clothes. The greatest sympathy is expressed for Mr. Elliott who bears an excellent reputation and steps will doubtless be taken to assist him to get on his feet again.

The family consists of a wife and two children and they have not been living in the place long. The place is quite well known as the Boeck property. Owing to the wind which prevailed the destruction of the property was considerably hastened. Mr. Rutherford state that this morning he picked up large pieces of shingles blown from the fire in his dooryard some half mile distance from the fire, showing that only the greatest good fortune prevented others and possibly worse blazes.

Mr. Elliott had an additional misfortune earlier in the evening when one of his team of horses died. The animal had been ailing for some little time and finally gave up the struggle. The fire coming on top of this loss is very discouraging to him. The property which was destroyed was covered by small insurance but not nearly enough to make good the loss of which he met with.

In County Court.

In county court today several probate matters were up for disposition and a petition was filed for the administration of another estate.

In the matter of the last will and testament of Nicholas Bintner, deceased, Judge Beeson allowed the will and appointed the widow, Mrs. Katie Bintner as executrix. The estate consists of a farm near Rock creek which deceased had deeded to his wife during his lifetime, and personal property valued at \$2,500 that goes to the children. Messrs. Clark & Robertson appear for the estate.

A final hearing on claims was had in the estate of the late John T. Baird and also in the estate of Johanna G. Coleman. In both cases Messrs. Clark & Robertson appeared for the estate.

A petition signed by W. P. Nicholas and Charles H. Bailey, sons of the late Wm. P. Bailey, was filed for the appointment of an administrator of their father's estate. The value of it is fixed in the petition at \$9,000. Messrs. Ramsey & Ramsey appear for the petitioners.

Smoke "Acorns" the cigar with a reputation. Made by Ptak & Bajcek.