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## PLATTSMOUTH, NEBRASKA

### A City of Established Conditions, a Social and Business Center—a Town With an Industrial Future—By Fred G. Holman

Plattsmouth, Nebraska, a city of 6,000 population, and county seat of Cass county, lies twenty miles south of Omaha, on both the Missouri Pacific and Burlington railroads. The town also lies on the west bank of the Missouri river and occupies a position of peculiar importance in a trade way. There are few small cities in the state where business conditions have been so long and so solidly established. Away back in what the old-timer is pleased to call the "river days," Plattsmouth was an important shipping center. With the coming of the railroads new interests followed. The big Burlington repair shops are located here, and which employ a large force of men. The local business circles in a retail way are splendidly represented. Large and handsome stores bespeak a most thriving trade.

A most energetic and business-like Commercial club is doing much for the city and is bringing its manifold advantages to the attention of manufacturers who desire a more advantageous location for their operations. Plattsmouth is most admirably located for manufacturing purposes and its advantages are attracting marked attention from more than one source.

Fraternal life here is progressive, and among the orders having growing memberships are the Masons, I. O. O. F., A. O. U. W., W. O. W., M. W. A., Elks, Eagles, Redmen, Sons of Herman, Degree of Honor, K. & L. of S., and others. Long established, Plattsmouth has ever been a social center. It has made a proverbial impression deeply grounded that the old, substantial towns along the Missouri river led all others in the gentle art of hospitality and the fine shading of their social relations with the outside world. This condition probably arose during the days when the floating palaces on the river brought the best representatives of eastern and southern centers to the river towns, where so many cast their lot for the future. But whatever the origin the fact remains that Missouri river cities have fully sustained the polite and well-bred traditions of the past. And in no town is this desirable attribute more manifest than in Plattsmouth. Beautiful homes, large, shady yards and a high standard of social circles all add their charm to the everyday life of a thrifty and prosperous community.

Religious circles in this city are well represented. The Methodist, Presbyterian, Christian, St. Paul's Evangelical, Christian Science, two Catholic and Episcopal churches have earnest and growing congregations.

Public improvements in Plattsmouth are of a high order. Telephone, electric lights, gas, sewers and an excellent water system all contribute to the public comfort most efficiently.

Plattsmouth citizens have long taken a just pride in the ideal educational system. The schools are conducted along the most practical and efficient lines. A splendid High school building is supplemented by seven modern ward schools, all located conveniently for their purposes.

One of the imposing features of the town is the splendid court house, built at a cost of \$80,000, and which is a model of its class.

Cass county farms are at the head of the Nebraska list. The deep, rich black soil has no superior. On the broad acres farmers have lived and thrived and built splendid homes for generations. Live stock, fruit and general farming here finds their most congenial environs.

There seems no reason to doubt that under the stress of new industrial conditions Plattsmouth is destined to share in larger things. Two railway trunk lines and a river which commerce will

assuredly claim again are transportation factors not to be overlooked. The city is admirably located from a geographical standpoint and the attention of large interests has already been attracted in this direction. One large new gasoline engine factory already has a large plant running full force, the prospects are bright for an interurban line and the Commercial club is working systematically for still other things of an important nature. More powerful still, as a factor in the city's growth is the spirit of the people itself, which is practically a unit in boosting for the prizes that shall conduce toward a Greater Plattsmouth.

### THE BANK OF CASS COUNTY.

For thirty years the Bank of Cass County has stood as one of the strong, vigorous and progressive financial houses of its field. For thirty years the bank has stood in the front rank of forceful and potent agencies for higher, broader and better municipal development and growth. The progress of the Bank of Cass County has been steady, strong and unflinching in carrying out its strong policies and making itself a factor in Cass county business circles. Thirty years ago the founders of this institution believed the bank had a good future before it, but it is doubtful if even they were prepared for the strong and comprehensive position that the bank has assumed and held during these years. Its growth has been regular and unflinching. Its methods have been open, fair and progressive from the largest to the smallest details. The men allied with its interests have commanded a full measure of the public confidence. They have all represented the most substantial type of Cass county citizenship. The following figures illustrate emphatically the history of a bank that has made conspicuously good with its constituency: The capital stock of the Bank of Cass County is \$50,000; surplus and undivided profits, \$40,000, and deposits about \$300,000. The officers of the institution are: Charles C. Parmele, president; Jacob Tritsch, vice president; T. M. Patterson, cashier, and R. E. Patterson, assistant cashier. The full board of directors is composed of Messrs. Charles C. Parmele, Jacob Tritsch, T. M. Patterson, J. G. Richey, F. G. Egenberger and R. E. Patterson. In its dealings with the public the Bank of Cass County has always followed the best and soundest traditions of its calling. Liberal in its policies and absolutely firm in its management and methods, each passing year has brought a larger measure of success and a still larger measure of good will from the public.

The Bank of Cass county has always had a system of careful details that were consistently observed. Every precaution is in use that will throw an additional safeguard around the depositor. The finest and most modern safety appliances, backed by fire and burglar insurance and the strong arm of the Depositors' Guarantee Fund of the state of Nebraska, are all employed to offer to the depositors the largest possible measure of security. Aside from all other safeguards and considerations, the Depositors' Guarantee Fund itself absolutely insures the full interests of every depositor of the bank. It is the result of a state law and absolutely protects all depositors.

In building for itself a large business success the Bank of Cass County has fully justified the hopes of its founders and also, in so doing, it has been one of the most potent and forceful agencies for the development of the community as well. That the fine, successful and honorable achievements of the Bank of Cass County will be more than

equaled in future years is apparent, judging from the institution's brilliant and most practical past.

### FIRST NATIONAL BANK.

The oldest banking house in Plattsmouth and Cass county and one of the strongest, most progressive and most successful in this section of Nebraska, is the First National of this city, which for forty years has sustained and followed the most approved traditions of its calling.

There has never been a time in the history of this institution that was not a period of growth. There has never been a year but was a season of advancement and enlarged achievements. Resting in the dignity to which its success and attainments entitled it, the First National Bank has, at the same time, been the most democratic of institutions. The small depositor has always been made to feel that his business was a welcome feature and he shared the same courtesy extended to the wealthiest patron.

A pioneer in its field, this bank has been a leader in movements far removed from the counting room or the cashier's desk. It has earnestly championed every progressive idea that it believed would benefit the town and community. For forty years the First National has been a leader along the most practical lines for larger development and a broader industrial life for Plattsmouth. Its sound leadership in these respects are apparent on many sides.

When the founders of this bank decided to open its doors for business away back forty years ago, they also decided that the new institution should stand as a monument to the best business interests of the community; that it should occupy an intimate relation to local interests and be a practical factor in constructive development. That pioneer principle has not been deviated from. The First National stands closer to the people than ever. Liberal with friends and patrons, the bank has at the same time always stayed safely within the limits prescribed by the best ethics of its profession. That the public has fully endorsed this policy is amply proven by the growth of the bank itself. The capital stock is \$50,000; surplus, \$25,000; individual profits, \$5,000, and deposits, \$310,000. The officers of the institution are drawn from the most responsible citizenship of the community. All successful individually, they are well calculated to add prestige to any line of business with which they might become identified. They are: G. E. Dovey, president; F. E. Schlater, vice president, and H. N. Dovey, cashier. These gentlemen, together with Messrs. G. Knapp and D. Hawksworth (lately deceased), constitute the board of directors.

The First National Bank occupies a handsome home in a most convenient location and the interior is elegantly fitted up. All modern safety appliances, including the electric burglar alarms of the American Protective Association, are in use. A popular feature is the safety deposit boxes, where customers can store their papers and valuables.

The future of the First National Bank is based on a long, honorable and successful past and that coming years will see even larger things achieved is a prediction based on common-sense and logical grounds.

### CHOPIE GASOLINE ENGINE FACTORY.

The Chopie Gasoline Engine factory is one of the most vigorous and growing industrial establishments of this entire section. There is usually a good reason for the success of any organization or institution and the Chopie factory has back of its swift growth reasons of such a positive and forceful nature as to place the institution altogether in a class by itself. The Chopie engine is revolutionary in its features and constitutes a mechanical departure from all other engines turned out. It is a triumph in itself. The future of this engine promises developments of such a radical nature as to astonish the gasoline engine producers of the country.

All over the entire country the gasoline engine is coming to be the farmers' stand-by. It plows, harrows and seeds the ground, does the threshing, pumps the water, saws the wood, operates the saw-mill, the grindstone, the feed mill, generates the electric light and in a hundred ways relieves the drudgery incident to farm and ranch existence. It cuts down the payroll on the farm and does the work of several men and teams in half the time. It has changed the map of the farming world. In the face of this condition the business-like farmer looks at a multitude of competing good gasoline engines and vainly wonders which he should buy. Among the considerations that confront him is the necessity of buying the engine that is the most durable, the most easily operated, that is operated with the least outlay for gasoline and that is reasonable in price. These facts being true, here are a few of the features that make the Chopie stand out boldly by itself in the mechanical world:

The Chopie, as first, an all-purpose engine, made for the varied needs of the farm, in sizes ranging from two and one-half to twelve horse-power.

The Chopie engine is sold direct from the factory to the customer, who saves from 40 to 60 per cent in dealers' discounts and other middlemen's profits. Here is saving No. 1. The farmer gets the benefit that the retail dealer ordinarily expects and gets.

Next, and this is one of the most important items in the whole transaction, the Chopie engine saves more than ONE-HALF in gasoline over any other engine on the market. In this respect, as well as others, the Chopie leads all competitors and its owner and maker has solved a problem that has held the attention for years of the best mechanical brains in the engine producing world. However well other makes of gasoline engines may run the owner knows that his gasoline bill is one of the main items of expense. To have that bill cut in half means a most pronounced saving in the course of a year. Farmers who have already used this new and wonderful engine are loud in their praise of a feature that they have all been hoping for—a saving in the fuel bill.

The Chopie gasoline engine is sold under a remarkable rule. It is guaranteed for five years and the purchaser is the sole judge of its efficiency and satisfactory service. As an open, frank proposition this could hardly be improved upon.

The Chopie factory, which has been making these engines for six years, has solved some of the most vexing problems that confronted engine manufacturers, and by adopting the most liberal possible selling policy have started their product going among the very class of people who were looking for it. Mr. J. A. Chopjeska, the owner, has equipped a large and modern gasoline engine factory, constructed of brick and 50x100 feet in size. The plant is equipped with a large foundry and all modern and necessary machinery of the latest and most improved design. The best and most skilled mechanical force obtainable is employed in making the new engines.

Plattsmouth is fortunate in having a factory that produces an engine which fills so large a need and which has before it a future replete with such large and certain possibilities. The most severe tests have already demonstrated the Chopie to possess more strong points than its owner claims for it. That the future of this remarkable engine, selling from \$84.50 up, is assured is evidenced by the decided welcome that it has already received at the hands of men who have used enough different makes to judge for themselves between engines giving poor, indifferent and high-class services under conditions sufficiently trying to constitute a decided test in themselves.

### PLATTSMOUTH ROLLER MILLS.

For eighteen years the Plattsmouth Roller Mills have been numbered among the most substantial and successful lines of business in its field. Established in 1893 by C. Heisel & Sons, this

mill has made a wide reputation for the excellence of its product and the regularity of its output. This mill has a capacity of 50 barrels daily, and its speciality, the famous and excellent "Plansifter" brand of flour, is known over a wide territory for its satisfactory features. This flour has been a favorite with housewives for nearly 20 years and every person who uses the flour once becomes a friend and user of it in the future. That is one of the most popular features and one of the strongest recommendations that "Plansifter" possesses—the fact that it makes good and stays good every time. The Heisel Brothers, who own and operate the Plattsmouth Roller Mills, are skilled and experienced millers and they have never turned out but one grade of flour and that has been at all times strictly the best grade.

This mill does a large local business; also ships extensively to other points where "Plansifter" has long been a favorite. The mill has a most modern mechanical equipment and no facility is lacking that will keep the flour up to the same high standard day in and day out.

Heisel Brothers do a large and growing business and the Plattsmouth Roller Mills stand among the strong, leading and successful lines of business of the city and the field.

### OFE & ANDREWS.

The home of the noble and splendid Auburn car in Plattsmouth and one of the most convenient and best equipped garages in this entire section is the firm of Ofe & Andrews, who established their garage here in June.

Ofe & Andrews started out at the beginning to furnish patrons a class of service that would meet all needs and demands, and as a result they have built up a large and growing business. Cars are stored and carefully looked after for owners; a full line of supplies, including French auto oil, is carried and all necessary repairs are promptly made. One of the most convenient locations in the city is occupied and no detail is lacking that will make of the place an up-to-date and modern garage in every particular.

The splendid Auburn car is a prime favorite in every locality where it is once used. Although practically a new-comer in this section, there are 52 Auburn cars in Omaha alone, and new ones are being bought as fast as they can be secured. Ofe & Andrews sell the Auburn car in three styles—the Four-Door 40, Toy Tonneau and Touring Cars 40-30.

For style, beautiful lines, neat but powerful construction, simplicity, modern features and durability the Auburn doubtless stands without a peer in medium-priced machines. By handling a high-grade machine and by giving patrons high-grade garage service, Ofe & Andrews are making a success along solid and permanent lines.

### A. G. BACH & CO.

For thirty-one years this store, now known as A. G. Bach & Co., has been numbered among the strong, growing and progressive lines of business of Plattsmouth. In this store is carried everything that is standard in groceries, queensware, work clothing, flour and feed. This store is 22x112 feet in size and the large and complete stock is most attractively displayed. Patrons always know that the Bach store can supply their needs and that if the best is in town Bach will have it on hand. In the grocery stock are also carried cured meats and all kinds of produce.

This enterprising firm also has a branch store on Lincoln avenue, near the railroad shops, where a complete line is carried and a large business transacted. It has always been the policy of this firm to carry a stock of goods of such size as to meet all of the demands of its field, and as a result the store has for more than a quarter of a century done a large and growing business. Both the store and management are reliable, and farmers, as well as local patrons, have long since come to regard the Bach store as a headquarters for goods in its

line. To keep the best in everything is the rule of the house, and that patrons have fully appreciated this good business policy is evidenced by the large growth and development that the business has justly earned and enjoyed.

### J. V. EGENBERGER.

For fourteen years the wood, coal and feed firm of J. V. Egenberger has been one of the leading lines of business of its class in Plattsmouth.

Perhaps no commodity differs more in its qualities than coal. Most people have learned to buy coal from the dealer who has made a study of the business and who knows exactly what grade he is offering to his patrons. This firm handles the best product of the Colorado, Illinois and Missouri mines, also the Pennsylvania anthracite coal. Long experience has enabled Mr. Egenberger to select exactly the kind and grade of coal that is best adapted to his customers' needs. A coal problem is one that may easily be a satisfactory one or a most trying one, according to the kind of coal one buys. It is the reliable and experienced dealer who can solve the problem, and leave the patron pleased, and it is that class of service that Mr. Egenberger gives.

This firm also handles all kinds of feed in any quantity; also wood. By prompt and first-class service, selling standard goods and giving every customer the same square consideration the firm of J. V. Egenberger has built up a large business and one that is steadily expanding. An interesting announcement of this firm is to the effect that it sold three more cars of coal last year than all other local dealers combined.

### NEMETZ & CO.

For ten years the store of Nemetz & Co. has been numbered among the most progressive and rapidly growing lines of business of the city. Starting in a small and modest way this store has grown until it is one of the largest, handsomest and most complete of its class in this entire section.

The Nemetz store is the home of "Fairy Chocolates," the superb candy that has been a favorite with the buying public ever since it was put on the market. All kinds of high-grade, pure candy and ice cream are manufactured and the patrons of this establishment always know that the product is of the very best in every particular. An elegant soda fountain, serving all of the popular soft drinks and ices, is a feature of the store. Fresh fruit, tobacco and cigars are also carried.

Mr. Nemetz has pushed his business into a decided success by the superior class of service that he has unfailingly given his trade. The store is a most comfortable and attractive place for women and children, and goods and treatment offered are the equal of any similar establishment in the largest towns. This firm has recently moved from its old location, next door to the postoffice, to the present splendid location on Main street.

### 5c, 10c AND 25c STORE.

There is no neater or more complete establishment of its kind in this trade territory than the handsome 5c, 10c and 25c Store, of which Mr. A. L. Henry is proprietor and manager. In this business house are found articles that enter into every home. There is no housekeeper but can find bargains here in a hundred different ways. Useful articles in dry goods, queensware, tinware, furnishings, glassware, school supplies, notions and a large stock of fresh candy are to be had.

A store which makes a specialty of this class of goods is in a position to offer bargains not found in stores carrying a general stock. Mr. Henry buys this line of goods in large quantities and he not alone secures a complete line from every standpoint, but he is enabled to make prices so reasonable as to constitute real bargains.

The growth of this store has been rapid and satisfactory and patrons have all found that they got good goods at most reasonable prices, a recommendation that has rapidly built up the business and that will continue to give it a large growth in months to come.