A FEW REASONS WHY MERCHANTS **KEEP ON ADVERTISING ALL THE TIME**

The Firm That Does Not Advertise in Dull as Well as Busy Sea. son Is Classed With the Firm that Seeks an Obscure Location on Some Side Street, as Too Small to Serve the Public.

good faith. It is evidence of store. A great many purchases until a few years ago, when he contract for the wood work, and efficiency and success.

in such a town as ours is one of home. the cleanest phases of modern! Furthermore, liberal advertis-

business. Retail trade attracts a ing tells the public that a mersubstantial class of men who chant is making good. Lack of it prefer to tell the truth for its own is interpreted as lack of consake, and would not cheat their fidence in one's business. The firm that does not adacighbors if they could.

Of course motives of self in- vertise is classed with the firm terest also warn them to take that seeks an obscure location in enrate, for misstatements pro- small to serve duce disgruntled customers who efficiently. san make a lot of trouble for a slore which depends for success it gives the idea that it has a **en** its own townspeople.

tail trade, they are too shrewd to conveyed. make mis-statements in the cold publicity of advertising type. Human nature is such that to east of the Burlington station, relief commission. Dr. Albert cousin, Lillian Curyea, Our experience is that complaints succeed, one must often give the which they opened up today and Welch of Weeping Water was apaever heard.

The public thus learns from deal with propositions that do experience that local store ad- not suggest efficiency. vertising is trustworthy. As it The man who has faith enough filled at the same time, and many ceed \$500. The county board of grandson, Simon Williams. discriminating attention.

People like to read and think if only his goods are right.

FUNERAL OF THE LATE THOMAS SHRYOCK

Remains Brought Here From Louisville and Interment at Oak Hill Cemetery.

From Wednesday's Daily. The funeral of Thomas Shryock occurred yesterday afternoon at the Methodist church at Louisville, conducted by Rev. Jones, a former pastor of the church. The church was crowded with neighbors and friends of the deceased, who came to show their respect infant may grow to be as useful and admiration for the life and and as good a citizen as his character of a useful citizen, kind father. neighbor and a constant friend. Interment was made this morning from the Burlington station, From Wednesday's Dally. Rev. Austin, pastor of the conducting the services at the bank the Bank of Cass County grave. Many were in attendance held its annual meeting last night. from Louisville. The pall-bear- It declared its usual handsome ers were selected from his neigh- dividend and expressed its apbert, E. C. Twss, C. G. Mayfield, affairs of the institution by re-I. O. O. F. attended at the station officers: Charles C. Parmele, marching in advance of the hearse to the cemetery.

Peter Rapp Here.

From Wednesday's Daily. Peter Rapp, a former pioneer of Cass county and a nephew of | the late Henry Spangler, arrived from Ohio this morning and will visit Mrs. Henry Spangler and John S. Hall and Tom Isner Get family and other friends for a few days. Mr. Rapp resides at Brownsville, Oregon, and has been east paying a visit to his old

settlers in this county, leaving constructed by William Jones was early 70's, and later removed to the new structure began today.

are practically made from the The advertising of local stores newspaper before the buyer leaves Platismouth relatives a visit four galvanized iron. vears ago.



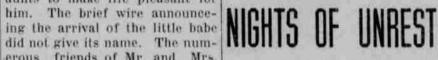
pains to make advertising ac- some remote side street, as too The Crop Is as Clear as Crystal If the weather does not prevent mitt made a business trip to Holt public and the Finest That Has Been Harvested in Years. When a firm advertises freely

McMaken & Son began the ice large trade to pay the expenses harvest today on a field of the Commissioners' Annual Meeting. If men of less - responsible of the publicity. A big, breezy finest ice which has ever gone in- At a meeting of the board of this week, which he purchased went to Omaha Sunday to accomcharacter sometimes go into re- impression of achievement is to any ice house. They have a county commissioners Tuesday from Robert Johnson.

> Nothing succeeds like success, clear as crystal and very thick, member of the county soldiers' succeeded. The public is slow to plattsmouth trade.

> > Kunsmann & Ramge's house expenses, not to exceed \$20 per it has been frozen to the finest country printing, burial of the here.

quality of ice, and out of the ex- pauper poor and county physiceedingly cold snap just past cians in the districts. Plattsmouth people will next summer have the best ice they have rejoicing over the arrival of a ever used. The natural ice, where many ailments and disorders that little son, which the stork left clear and solid as this is, will give make life miserable. Take Chamwith them last Sunday. The lit- better satisfaction than the berlain's Stomach and Live Tabthe stranger, beside its fond manufactured article, which has lets, keep your bowels regular and drug store.



the Sufferer From Kidney Troubles.

No peace for the kidney sufferer-Pain and distress from morn

MANSPEAKER BARN

Contract for Doing the Work.

Monday. The contract for the new gal-C. R. Jordan went to Plattshome. He was one of the early vanized iron covered barn to be mouth Monday.

here for Lancaster county in the signed up yesterday and work on the drug store. Little Ruth Dreamer is on the Advertising is a guarantee of about shopping before visiting a Custer county, where he resided Contractor Tom Isner secured the sick list this week.

went to the coast. Mr. Rapp paid John Hall the contract for the business Monday. Miss Esther Leffer of Lincoln

The new portion of the barn was in town Saturday. will reach within ten feet of the Mont Baldwin came in on No. alley and will be 56x44 feet. In 14 Monday from University Place. Saturday and Sunday at home, this department the horses for | Fred Dreamer was in Univerthe livery will be kept. The old sity Place Saturday on business. part to be rebuilt will be 61x44 Perry Cook shipped a mixed car feet and will be used for vehicles. of stock to South Omaha Mon-E. Manspeaker will lease the day, barn for livery stable purposes. Ray Eidenmiller and Allie Dim-

the work from proceeding, the county last week. new structure will be ready for occupancy within sixty days.

went on business. James Jordan is putting up ice field of about twenty acres of ice George N. LaRue was appointed a

of misrepresentation are almost impression that he has already are filling their ice house for the pointed county physician at a down Saturday to look after dren, returned Saturday evening

salary of \$5 a day and traveling business interests here. and Hatt & Son's house are being day; his fees in no case to ex- urday to help care for her little for some time,

deals with such subjects of sur- to discount the future a little to farmers are getting ice from the health was organized, with M. L. Mr. and Mrs. Emmett Friend passing interest as cost of living put his earnings into his busi- same cutting. The closing of the Friedrich as chairman and C. R. and daughter came down from and the fashions of the day, every ness, and by liberal advertising river at the Burlington bridge a Jordan vice chairman, Dr. Welch Lincoln Friday to visit relatives. line of it is read with the most give the impression of having a few days ago caused the water to physician and D. C. Morgan sec- Mrs. T. P. Johnson and daughbig trade already, is sure to get it be dammed there, and backed into retary. The clerk was instructed ter, Arvilla, returned to Omaha the channel east of the city, where to advertise for bids for 1912 for Saturday, after visiting relatives about two weeks ago.

> Born-To Mr. and Mrs. Mart McKels, a girl. Dr. Muir attend- Mrs. D. B. Williams, of indigesing reports mother and girl doing tion. Little Simon R. was born nicely.

Why scour-when Depshine was conducted at the home Sunwill make your silverware look as day, January 7, at 2:30 p. m., by new, You can get Dipshine at the Rev. Gates of University Place. you will avoid these diseases. For

ters left last Thursday for a visit the Alvo cemetery. Mr. and Mrs. with relatives at Aurora and Williams have the sympathy of Kearney, Neb.

Mrs. L. D. Mullen and daugh- in Jesus." Burial took place in

MAPLE GROVE. Shoemaker, Levi G. Todd, William (Special Correspondence.)

Louie Bannick of Coleridge ist current year. Officers elected visiting at the home of Mr. and Mrs. W. H. Puls.

Mr. and Mrs. Mont Baldwin of University Place returned home Albert Toland went to Lincoln Sunday, after a few days' visit with relatives.

ALVO DEPARTMENT

Items of Interest to Journal Readers Will Be Received at the Drug

was in Lincoln

Paul Prouty, who has been in the U.S. navy for the past four Real Oyster Shells for sale at years, returned home Thursday from Norfolk, Va.

J. H. Foreman shipped a car of hogs to South Omaha Friday. Mr. W. E. Newkirk was in Eagle on Foreman's little son accompanied the shipment.

> Bud Linch, Lee Prouty and Sam Jordan, who attend the university at University Place, spent

> Mrs. Joe Prouty has moved her household goods from University Place to the home of her parents and for the present will reside with them.

The Misses Jennie and Josephine Hitchman returned Sunday Ed Stromer returned Monday evening from Weeping Water, from Barneston, Neb., where he where they spent the holidays with their folks.

A. J. Bird and William Kitzel pany Warren Bird to his home, Edna and Walter Woods spent he having been in a hospital there Thursday and Friday with their for several weeks.

Charles Frohlich and sister, W. O. Boyles of Lincoln came Mrs. Jake Umberland and chilfrom Westerfield, N. Y., where Mrs. W. H. Suders came in Sat- they have been visiting relatives

> Henry Miller and daughter, Mrs. John Woods, jr., were called to Lincoln Monday by the serious illness of the former's daughter, Miss Belle Miller, who underwent an operation for appendicitis

> Died-On Saturday, January 6, 1912, the infant son of Mr. and November 9, 1911. The funeral

> Miss Gravee Bailey sang "Asleep their many friends,

ORDER TO SHOW CAUSE. IN THE DISTRICT COURT OF CASS

County, Nebraska. In the Matter of the Estate of Lena Weishelt, Deceased.

This cause came on for hearing upon the petition of Herman Luctchens, ex-ecutor of the estate of Lena Weishelt, deceased, praying for a license to sell the northeast quarter of Section 12, Township 10, Range 10, East of the 6th P. M., in Cass County, Nebraska, or a sufficient amount of the section 12

From Wednesday's Daily. Otto Wurl and wife, nee Miss Mabel Hayes of Quincy, Ill., are parents, has numerous uncles and to be shipped so far. aunts to make life pleasant for him. The brief wire announce-

erous friends of Mr. and Mrs. Wurl in this city rejoice with No Sleep, No Rest, No Peace for them in their good fortune, and it is the wish of the Journal that the

the

Vera Prouty Monday.

Elects Officers

Born to Mr. and Mrs. Wurl.

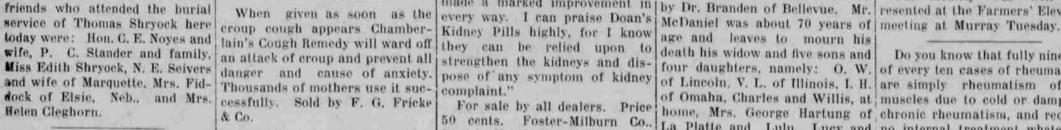
After the close of the most suc-Methodist church of this city, cessful year in the history of the bors there and were: C. M. Sey- proval of the management of the H. D. Hoover, Magnus Nelson and electing the former officers and A. Rentzler. The Plattsmouth directors. The following are the in a body and acted as an escort, president; Jacob Tritsch, vice president; T. M. Patterson, cashier; R. F. Patterson, assistant cashier. The directors are the four above named, with F. G. Egenberger and J. G. Richey.

friends who attended the burial service of Thomas Shryock here croup cough appears Chamber-

Attend Funeral.

The Louisville relatives and

From Wednesday's Dally.





to night Get up with a lame back, Twinges of backache bother

Doan's Kidney Pills and their use terian church and was conducted This locality was well rep-

Kidney Pills highly, for I know age and leaves to mourn his

Miss Donnelly Accepts Position. Miss Gretchen Donnelly has accepted the position of cashier and bookkeeper at E. G. Dovey & Son's general store, recently made vacant by the resignation of Miss Ida Weidman, Miss Donnelly is a capable and experienced accountant and will fill her new position to the satisfaction of her employers, and the firm is fortunate in securing her services in this uportant position.

Medicines that aid nature are dways most effectual. Chamberain's Cough Remedy acts on this plan. It allays the cought, relieves he lungs, opens the secretions and aids nature in restoring the evstem to a healthy condition. Thousands have testified to its superior excellence. Sold by F. G. Fricke & Co.

River Closed.

The Missouri river has been closed here for the past fortyeight hours. Yesterday a team and wagon crossed the river above the Burlington bridge, a feat which has not been undertaken before for many years.

were: M. H. Shoemaker, president; Levi G. Todd, vice presi-Twinges of backache bother ou all day. Dull aching breaks your rest if night. Trinary disorders add to your misery. Get at the canse—cure the kid-neys. Doan's Kidney Pills are for the kidneys only— Have made great cures in this locality. Mrs. J. Youmans, of Glenwood, Mrs. J. Youmans, will and Mis funeral occurred Sunday. The Weat of Mrs. William Puls, Mrs. J. Jour Yell, Attorney. Mrs. J. Jourge, J. Suboy, Cause, J. Jourge, J. Jourge, J. Suboy, Cause, J. Jourge, J. J dent; John R. Pierson, cashier;

Constipation is the cause of

Union Bank Election.

The shareholders of the Bank

of Union held their annual meet-

ing recently. The former board

of directors, consisting of M, H.

Ost, August Ost and John R.

Pierson, was re-elected for the

sale by F. G. Fricke & Co.

ce house yesterday, having secured a good quality from the

Platte river.

CASTORIA For Infants and Children. The Kind You Have Always Bought Bears the Signature of Cherry Tillough



The Best Flour in the Market. Sold by all Leading Dealers

Julus Kirhoff returned Tuesday

made a marked improvement in by Dr. Branden of Bellevue. Mr. resented at the Farmers' Elevator

Loday were:Hon, C. E. Noyes and
wife, P. C. Stander and family,
mattack of eroup and prevent all
danger and cause of anxiety.
and wife of Marquette, Mrs. Fid-
dock of Elsie, Neb., and Mrs.Kidney Pills highly, for 1 know
they can be relied upon to
strengthen the kidneys and dis-
pose of any symptom of kidney.
For sale by all dealers. Price
50 cents. Foster-Milburn Co.age and leaves to mourn his
death his widow and five sons and
four daughters, namely: O. W.
of Lincoln, V. L. of Illinois, I. H.
of Omaha, Charles and Willis, at
home, Mrs. George Hartung of
the united States.
Buffalo, New York, sole agents for
the United States.
Buffalo, New York, sole agents for
the United States.
Remember the name—Doan's—
and take no other.Midney Fullsway.
the state of Adam
age and leaves to mourn his
death his widow and five sons and
four daughters, namely: O. W.
of Lincoln, V. L. of Illinois, I. H.
of Omaha, Charles and Willis, at
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Remember the name—Doan's—
and take no other.and leaves to mourn his
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four daughters, namely: O. W.
of Lincoln, V. L. of Illinois, I. H.
of Omaha, Charles and Willis, at
home, Mrs. George Hartung of
the United States.
Remember the name—Doan's—
and take no other.In the matter of the estate of Adam
Instrum. deetage discustory.
Not state of the northwest quarter
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> Conductor Waugh of the Burlington Sioux City line started out with his train yesterday afternoon and reached the Plattsmouth yards when a flue blew out of his engine, cleaning out the fire-box and disabling the engine. The train was uncoupled and enough steam remained in the boiler to carry the engine into the roundhouse. The same kind of an accident occurred the day before when Mr. Waugh was en route from Sioux City to Plattsmouth. Should the accident happen when the fireman is throwing in coal he would undoubtedly be killed.

Departs for California. From Wednesday's Dalis.

J. H. Becker and wife and son, George, and daughter, Miss Carrie, departed on No. 4 for Kansas City this morning, where they will take the train for Los Angeles, Cal., to spend the winter months. A number of friends were at the station to see the party off. Phil and Ed Becker assisted them in securing their luggage and getting it to the train and will look after the residence during their absence.

sufficient amount of the same to from Germany, where he spent the summer. Schafer Brothers shelled corn

ORDER TO SHOW CAUSE.

N THE DISTRICT COURT OF CASS County, Nebraska: In the matter of the estate of Adam IN

It is therefore ordered that all per-sons interested in said estate appear before me at my office in the court house, at Plattsmouth, Nebraska, on the 20th day of January, 1912, at 10 o'clock a. m., to show cause why a lic-ense should not be granted to such administrator to sell so much of the above

inistrator to sell so much of the above escribed real estate, or all of the same f said deceased as shall be necessary o pay said debts and expenses. It is further directed that this order e published for four successive weeks rior to said day in the Plattsmouth emi-Weekly Journal, a newspaper whished at Plattsmouth, Nebraska d of general circulation in said Cas

Dated this 4th day of December, 1911. HABVEY D. TRAVIS, Judge of the District Court.

D. O. DWYER, Attorney ESTIMATE OF EVPENSE FOR CASS

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