

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

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

Advertising is a guarantee of good faith. It is evidence of efficiency and success.

The advertising of local stores in such a town as ours is one of the cleanest phases of modern business. Retail trade attracts a substantial class of men who prefer to tell the truth for its own sake, and would not cheat their neighbors if they could.

Of course motives of self interest also warn them to take pains to make advertising accurate, for misstatements produce disgruntled customers who can make a lot of trouble for a store which depends for success on its own townspeople.

If men of less responsible character sometimes go into retail trade, they are too shrewd to make mis-statements in the cold publicity of advertising type. Our experience is that complaints of misrepresentation are almost never heard.

The public thus learns from experience that local store advertising is trustworthy. As it deals with such subjects of surpassing interest as cost of living and the fashions of the day, every line of it is read with the most discriminating attention.

People like to read and think

about shopping before visiting a store. A great many purchases are practically made from the newspaper before the buyer leaves home.

Furthermore, liberal advertising tells the public that a merchant is making good. Lack of it is interpreted as lack of confidence in one's business.

The firm that does not advertise is classed with the firm that seeks an obscure location in some remote side street, as too small to serve the public efficiently.

When a firm advertises freely it gives the idea that it has a large trade to pay the expenses of the publicity. A big, breezy impression of achievement is conveyed.

Nothing succeeds like success. Human nature is such that to succeed, one must often give the impression that he has already succeeded. The public is slow to deal with propositions that do not suggest efficiency.

The man who has faith enough to discount the future a little to put his earnings into his business, and by liberal advertising give the impression of having a big trade already, is sure to get it if only his goods are right.

## 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 family and other friends for a few days. Mr. Rapp resides at Brownsville, Oregon, and has been east paying a visit to his old home. He was one of the early settlers in this county, leaving here for Lancaster county in the early 70's, and later removed to Custer county, where he resided until a few years ago, when he went to the coast. Mr. Rapp paid Plattsburgh relatives a visit four years ago.

## PUTTING UP FINE EIGHTEEN INCH ICE

The Crop Is as Clear as Crystal and the Finest That Has Been Harvested in Years.

McMaken & Son began the ice harvest today on a field of the finest ice which has ever gone into any ice house. They have a field of about twenty acres of ice clear as crystal and very thick, east of the Burlington station, which they opened up today and are filling their ice house for the Plattsburgh trade.

Kunsmann & Ramge's house and Hatt & Son's house are being filled at the same time, and many farmers are getting ice from the same cutting. The closing of the river at the Burlington bridge a few days ago caused the water to be dammed there, and backed into the channel east of the city, where it has been frozen to the finest quality of ice, and out of the exceedingly cold snap just past Plattsburgh people will next summer have the best ice they have ever used. The natural ice, where clear and solid as this is, will give better satisfaction than the manufactured article, which has to be shipped so far.

## 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 and admiration for the life and character of a useful citizen, kind neighbor and a constant friend.

Interment was made this morning from the Burlington station, Rev. Austin, pastor of the Methodist church of this city, conducting the services at the grave. Many were in attendance from Louisville. The pall-bearers were selected from his neighbors there and were: C. M. Seybert, E. C. Twiss, C. G. Mayfield, H. D. Hoover, Magnus Nelson and A. Rentzler. The Plattsburgh I. O. O. F. attended at the station in a body and acted as an escort, marching in advance of the hearse to the cemetery.

Attend Funeral.

From Wednesday's Daily. The Louisville relatives and friends who attended the burial service of Thomas Shryock here today were: Hon. C. E. Noyes and wife, P. C. Stander and family, Miss Edith Shryock, N. E. Seivers and wife of Marquette, Mrs. Fiddock of Elsie, Neb., and Mrs. Helen Cleghorn.

Automobile and carriage painting. Frank Gobelman.

The Journal office carries all kinds of typewriter supplies.

## MANSPEAKER BARN TO BE REBUILT

John S. Hall and Tom Isner Get Contract for Doing the Work.

The contract for the new galvanized iron covered barn to be constructed by William Jones was signed up yesterday and work on the new structure began today. Contractor Tom Isner secured the contract for the wood work, and John Hall the contract for the galvanized iron.

The new portion of the barn will reach within ten feet of the alley and will be 56x44 feet. In this department the horses for the livery will be kept. The old part to be rebuilt will be 61x44 feet and will be used for vehicles.

E. Manspeaker will lease the barn for livery stable purposes. If the weather does not prevent the work from proceeding, the new structure will be ready for occupancy within sixty days.

## Commissioners' Annual Meeting.

At a meeting of the board of county commissioners Tuesday George N. LaTuc was appointed a member of the county soldiers' relief commission. Dr. Albert Welch of Weeping Water was appointed county physician at a salary of \$5 a day and traveling expenses, not to exceed \$20 per day; his fees in no case to exceed \$500. The county board of health was organized, with M. L. Friedrich as chairman and C. R. Jordan vice chairman. Dr. Welch physician and D. G. Morgan secretary. The clerk was instructed to advertise for bids for 1912 for county printing, burial of the pauper poor and county physicians in the districts.

Constipation is the cause of many ailments and disorders that make life miserable. Take Chamberlain's Stomach and Live Tablets, keep your bowels regular and you will avoid these diseases. For sale by F. G. Fricke & Co.

## Union Bank Election.

The shareholders of the Bank of Union held their annual meeting recently. The former board of directors, consisting of M. H. Shoemaker, Levi G. Todd, William Ost, August Ost and John K. Pierson, was re-elected for the current year. Officers elected were: M. H. Shoemaker, president; Levi G. Todd, vice president; John R. Pierson, cashier; "Jack" M. Patterson of Plattsburgh, assistant cashier. The directors declared the usual semi-annual dividend, examined the assets of the bank and found it in an entirely satisfactory and prosperous condition.

## Pioneer of Sarpy County Dies.

Jacob McDaniel, an aged and highly respected citizen of La Platte and a resident of Sarpy county for the past forty years, died at his home last Friday and his funeral occurred Sunday. The funeral was held at the Presbyterian church and was conducted by Dr. Branden of Bellevue. Mr. McDaniel was about 70 years of 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 La Platte and Lulu, Lucy and Viola, at home.

Charles Cook finished filling his ice 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 *Wm. D. Galt*



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

## ALVO DEPARTMENT

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

Vera Prouty was in Lincoln Monday.

Albert Toland went to Lincoln Monday.

C. R. Jordan went to Plattsburgh Monday.

Real Oyster Shells for sale at the drug store.

Little Ruth Dreamer is on the sick list this week.

W. E. Newkirk was in Eagle on business Monday.

Miss Esther Lefler of Lincoln was in town Saturday.

Mont Baldwin came in on No. 14 Monday from University Place.

Fred Dreamer was in University Place Saturday on business.

Perry Cook shipped a mixed car of stock to South Omaha Monday.

Ray Eidenmiller and Allie Dimmitt made a business trip to Holt county last week.

Ed Stromer returned Monday from Barneston, Neb., where he went on business.

James Jordan is putting up ice this week, which he purchased from Robert Johnson.

Edna and Walter Woods spent Thursday and Friday with their cousin, Lillian Curvey.

W. O. Bovles of Lincoln came down Saturday to look after business interests here.

Mrs. W. H. Suders came in Saturday to help care for her little grandson, Simon Williams.

Mr. and Mrs. Emmett Friend and daughter came down from Lincoln Friday to visit relatives.

Mrs. T. P. Johnson and daughter, Arvilla, returned to Omaha Saturday, after visiting relatives here.

Born—To Mr. and Mrs. Carl McKels, a girl. Dr. Muir attending reports mother and girl doing nicely.

Why scour—when Depshine will make your silverware look as new. You can get Depshine at the drug store.

Mrs. L. D. Mullen and daughters left last Thursday for a visit with relatives at Aurora and Kearney, Neb.

## ORDER TO SHOW CAUSE.

IN THE DISTRICT COURT OF CASS County, Nebraska. In the matter of the Estate of Lena Weisheit, deceased. This cause came on for hearing upon the petition of Herman Luetchens, executor of the estate of Lena Weisheit, deceased, praying for a license to sell the northeast quarter of Section 12, Township 19, Range 10, East of the 6th P. M., in Cass County, Nebraska, or a sufficient amount of the same to bring the sum of \$2,200.00, for the payments of debts allowed against said estate and cost of administration and special devise in the will of said deceased there not being sufficient personal property to pay such debts, expenses and devise.

It is therefore ordered that all persons interested in said estate appear before me at my office in the Court House at Plattsburgh, Nebraska, on the 29th day of January, 1912, at 10 o'clock A. M., to show cause why a license should not be granted to said executor to sell said real estate as above described or the cost of administration, and also to pay the expenses of these proceedings, there not being sufficient personal property to pay such debts and expenses.

It is further directed that this order be published four weeks prior to the date in the Plattsburgh Journal, a newspaper published semi-weekly at Plattsburgh, Nebraska, and of general circulation in said Cass County.

Dated this 5th day of December, 1911.

HARVEY D. TRAVIS, Judge of the District Court.

D. O. DWYER, Attorney.

C. S. ALDRICH, Attorney.

## ORDER TO SHOW CAUSE.

IN THE DISTRICT COURT OF CASS County, Nebraska. In the matter of the estate of Adam Ingram, deceased. This cause came on for hearing upon the petition of Edward Ingram, administrator of the estate of Adam Ingram, deceased, praying for a license to sell the west half of the northwest quarter and the southeast quarter of the northwest quarter in section 19, township 12, range 12, in Cass County, Nebraska, or a sufficient amount of the same to bring the sum of \$250.00 for the payments of debts allowed against said estate and the cost of administration, and also to pay the expenses of these proceedings, there not being sufficient personal property to pay such debts and expenses.

It is therefore ordered that all persons interested in said estate appear before me at my office in the court house, at Plattsburgh, Nebraska, on the 20th day of January, 1912, at 10 o'clock a. m., to show cause why a license should not be granted to such administrator to sell so much of the above described real estate, or all of the same of said deceased as shall be necessary to pay said debts and expenses.

It is further directed that this order be published for four successive weeks prior to said day in the Plattsburgh Semi-Weekly Journal, a newspaper published at Plattsburgh, Nebraska, and of general circulation in said Cass county.

Dated this 4th day of December, 1911.

HARVEY D. TRAVIS, Judge of the District Court.

D. O. DWYER, Attorney.

## ESTIMATE OF EXPENSES FOR CASS COUNTY FOR THE YEAR 1912

As Made by the Board of County Commissioners of Cass County, January 9, 1912.

Court House expense	\$ 12,000.00
Commissioner's salary	2,500.00
County Superintendent's salary	1,500.00
Assessing county	5,500.00
Making tax list	700.00
Books, blanks and supplies	2,000.00
Election expense	2,300.00
Fuel	1,500.00
Jail expense	1,000.00
Paupers and poor farm	2,000.00
County attorney's salary	1,200.00
Bridges	35,000.00
Roads	35,000.00
Incidentals	5,310.00
Soldiers' Relief	1,000.00
Court Expense	13,000.00
Sheriff's salary	1,700.00
County Clerk's salary	1,550.00
Deputy Sheriff's salary	540.00
Total	\$115,550.00

D. C. MORGAN, County Clerk.

"The Acorns," the popular 50 cigars. Made by Ptak & Bajack.

## TWENTIETH ANNUAL MASK BALL

GIVEN BY  
**T. J. SOKOL**  
Saturday Night, January 13, 1912  
AT THEIR HALL,  
Plattsburgh, : : : : Nebraska

Six Big Prizes Will Be Given!

GENTS 50c                      LADIES 25c

**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 important position.

Medicines that aid nature are always most effectual. Chamberlain's Cough Remedy acts on this plan. It allays the cough, relieves the lungs, opens the secretions and aids nature in restoring the system 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 forty-eight hours. Yesterday a team and wagon crossed the river above the Burlington bridge, a feat which has not been undertaken before for many years.