

# The Plattsmouth Journal.

## OMAHA GOOD ROAD BOOSTERS PASS THROUGH PLATTSMOUTH THIS MORNING

### Making Effective Campaign to Seek Better Omaha, Plattsmouth and Kansas City Route—Several Local Enthusiasts Accompanying the Omaha Boosters on Trip.

From Friday's Daily.

The Road Roads Special, carrying members of the Omaha Commercial club and the Omaha Auto-Motor club, makes its second good roads tour between Omaha and Kansas City. The first of these trips was made between Omaha and Sioux City on Saturday, June 1st. H. E. Fredrickson, chairman of the County Roads committee of the Omaha Commercial club, is furnishing a six-cylinder, seven-passenger Chalmers car for this work, and expects to devote his time exclusively toward the betterment of the Nebraska road conditions during the next 90 days.

The Omaha Commercial club realizes that it depends entirely for the success of this present campaign upon the efforts of the local good roads enthusiasts. The services of this organization are

our roads and the careful marking of them.

The occupants of the Omaha Good Roads car were the following well known citizens of Omaha: H. E. Fredrickson, J. A. Sunderland, J. Ed George, W. C. Gifford and R. P. Hamilton, and T. H. Pollock of this city.

The Omaha Good Roads car was met at La Platte this morning by seven or eight cars from this city, among them being that of C. C. Parmele, W. E. Rosencrans, Superintendent William Baird, Dr. E. W. Cook, R. L. Propst, Frank Bestor, Emil Weyrich, Dr. Greeder, J. E. McDaniel and others.

A halt was made in front of the Riley hotel, where J. A. Sunderland addressed about 200 persons who had assembled to greet the party. Mr. Sunderland emphasized the importance of hav-

### Senator Banning Here.

From Friday's Daily.

Slate Senator W. B. Banning, Jack Rody and G. P. Barton motored up from Union yesterday to look up the best road between Plattsmouth and Union. Mr. Banning found the road inside the city limits in fine condition, but there is some rough road just outside on the south, which should be dragged. Mr. Banning remained over to join the good roads boosters this morning and pilot them to Nebraska City.

## FIRE WARDEN WANTS A "SANE FOURTH"

### Warning to Those Who Allow Children to Use Explosives on Great National Day.

Lincoln, Neb., June 5, 1912. To the Fathers and Mothers and Citizens of the State of Nebraska:

We are soon to celebrate the anniversary of the birth of this nation. Old and young alike all recognize the importance of this occasion and are all filled with loyalty and enthusiasm that prompts us to show our appreciation of the privileges that we enjoy by reason of the bravery and sacrifices displayed by our forefathers.

There's a solemn duty devolving upon every citizen of this state to see to it that nothing occurs on this occasion that will mar the festivities or bring reproach upon the good judgment and intelligence of its citizens.

Inventive genius is furnishing the toy pistol, firecracker, roman candle, sky rocket and other explosive means of celebrating the occasion, and every anniversary of the nation's birth is blotted either with the death or injury of hundreds of children and a lesser number of grown people from these death-dealing manufactured implements that are being sold by dealers to children and people who handle and discharge them carelessly. It seems strange that a merchant, for the sake of making a little profit, will handle and sell these deadly explosives to children; and what looks stronger still is that the fathers and mothers and older people that know what the result of the careless handling of these explosives is will continue year after year to countenance or permit it. It is the duty of every father and mother, as well as every other citizen, to warn the children and uninformed of the dangers attending these explosives, so that the number of killed and injured will be reduced to such an extent that the anniversary of the nation's birth will not be the anniversary of the death or permanent injury of the boys and girls and citizens who either through ignorance of the danger or over-confidence purchase and discharge these deadly explosives that will not only destroy valuable property, but life itself, if given an opportunity.

Let's have a sane Fourth of July this year. Let's eat ice cream and other goods things, drink red lemonade, soda water and pop, make a loud noise with our mouth by shouting "Hurrah." This will not cause lockjaw or tetanus, and if we get sick from doing it a little "pain killer" will cure us and we will not have to send for the coroner. Very truly yours, G. A. Randall, Chief Deputy Fire Commissioner.

### From Garnet Kansas.

From Friday's Daily.

Miles Standish, from Garnet, Kansas, arrived in the city this morning for a few days' visit with friends and relatives at the old home. He will remain for several days and at the present is visiting at the home of Mr. and Mrs. John McNurlin in this city. He reports the crop conditions in his locality looking fine and every prospect is favorable for an abundant supply of everything. Miles has a great many friends in Cass county that will be pleased to learn that he is prospering in his Kansas home.

Don't forget! The Journal office is prepared to do all kinds of fancy job work. Give us a trial.

## IOWA PEOPLE WANT MONEY FOR RIVER

### The People on the East Side Will Ask Congress for Appropriation for Retvetting.

Following the example set at Sioux City, an attempt is being made to secure an appropriation from congress to construct retvetments along the Missouri river above Folsom and direct back into its original channel, thereby saving hundreds of acres of land on the Iowa side, recovering thousands of acres that have been lost in the river and even saving Pacific Junction from destruction by the river if the channel should continue to cut its way along the hills on this side, says the Glenwood Tribune.

Claude F. Anderson of Pacific Junction, deeply interested in that section of the country, is one of the most active boosters of the project. He has presented the matter to Congressman Green and Senator Kenyon and asked their assistance. Judge W. S. Lewis of Glenwood, delegate to the republican convention at Chicago, June 18, is also working for the proposition. The Burlington railroad will probably be an influential element in the effort.

The matter of securing the appropriation will be taken up first by endeavoring to get a clause approving it in the resolution to be passed at the republican national convention. Mr. Anderson has received the coveted appointment of doorkeeper at the convention and will be present, lending his efforts to getting the clause inserted and passed. Judge Lewis and probably Congressman Green and Senator Kenyon will work toward the same end. Editor Perkins of a Sioux City paper will probably be the Iowa member of the resolutions committee, which is composed of a member from each state, and he has been solicited to help.

The Commercial clubs of Pacific Junction, Glenwood and Council Bluffs will be requested to pass resolutions asking for the appropriation and other efforts along the same line will be made. The resolutions will be submitted to the national legislators from this district.

The fact that the people of Sioux City and vicinity got an appropriation of \$50,000 to be spent in pulling snags, removing sandbars and to construct riprapping along the Missouri river at that place, where it is not so badly needed as here, indicates that, if facts have an influence the appropriation can be secured.

Congress has heretofore made appropriations at various times for general work on the Missouri river, but always stated they could not appropriate moneys for any particular district. A copy of the bill for such appropriations and pertinent information connected with the transactions has been asked for and will be used as a guide in the effort.

That the Missouri river is making great inroads in Mills county, "taking in thousands of acres of the best land that ever laid out of doors," according to Mr. Anderson, is sufficient reason for this district getting a share of the appropriation.

Should the appropriation be secured, relief will be had by constructing jetties, dikes or "cribs," as they are called, above the point at Folsom, putting the channel back in its old course along the Nebraska side, recovering thousands of acres of Iowa land that has been lost into the river and permanently guarding the land on both sides from future encroachment.

It will, of course, be quite a while before the outcome of the effort is known.

I. W. Teegarden and daughter, Miss Jennette, accompanied by his niece, Miss Grace Teegarden, and Misses Ethel and Anna Hitchman, motored from Weeping Water this morning and were guests of the Riley at dinner. Mr. Teegarden also secured a permit from County Clerk Morgan to fish in the Weeping Water river and other Nebraska streams.

## THE WISE MERCHANT WILL ADVERTISE THROUGH THE DULL SUMMER MONTHS

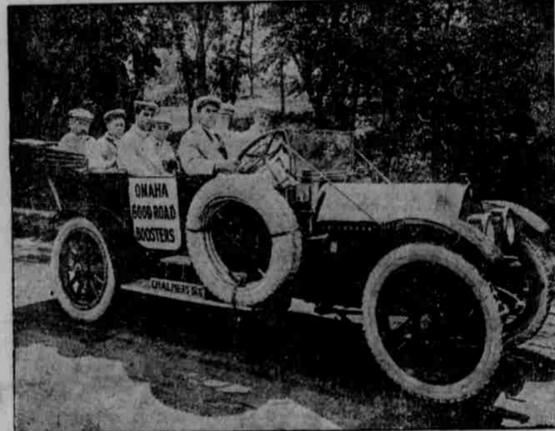
### He That Does So Will Reap Great Benefits While the Other Fellows Lose Out, Because the People Who Watch the Advertising Columns Will Think They Have No Bargains.

Much can be learned of the science of advertising for the average merchant by studying the methods of the great department stores. These emporiums have been built up solely by advertising, and they pay high salaries for the best brains in the advertising business. Their conclusions, as may be seen in the methods actually employed, represent the results of exhaustive experiments in the art of selling goods through newspaper space.

It is then highly sufficient that the great department stores spend a lot of money through the summer in advertising. One reason for this policy, is no doubt, that a steady trade is the most economical. Where advertising is allowed to drop, or to be cut down, trade drops, too. The result is that the force of clerks is not profitably employed. Moreover, there is a loss of trade that will never be made up. People will wear their old clothes, and spend the money thus saved on amusements and travel, which otherwise would go to the home stores for new clothes for themselves and their children, new house furnishings and better food. In some

cases where trade drops, through failure to advertise, it no doubt comes in at a later date, but very likely all in a bunch in a way that the clerks cannot handle it efficiently. One great end and aim of advertising is to persuade the public that a merchant has enterprise and intelligence. If the merchant's name is not seen in the advertising columns for a period of weeks, the impression of previous advertising is largely effaced.

In many places the consumption of commodities in the summer is very large, so that a big potential trade is merely waiting to be solicited. People require large outfits for vacation use, they need clothing, eatables and house furnishings, peculiarly suited to warm weather. The merchant who drops his advertising in summer says in effect to the public that he is indifferent to their needs during a period of liberal spending. While some people are out of town for short vacations in summer, many others are visiting here. They are at leisure, and they enjoy shopping while on a visit. Don't neglect the possibilities of their trade!



Car of the Omaha Good Road Boosters.

therefore not offered as a substitute for the efforts of local workers, but rather as a means to lend impetus to the widespread movement for road betterment, and to aid in concentrating the same for the time being along well defined routes, connecting larger centers of population and gaining concerted action and harmonious co-operation from the various communities along this route, that it may stand out as one of the prominent highways of the state.

In each of the towns where meetings are held dependable volunteers are selected to assume the responsibility of signs being painted throughout their entire district. This particular trip is devoted to an effort to divert Kansas City, Omaha, Sioux City and Minneapolis traffic to the west side of the Missouri river and attract traffic between Minneapolis and southern points to this particular route. It will redound to the credit and glory of this western country if we can secure more general tourist traffic, and the only way to secure this traffic will be through the actual merits of

ing a well marked road, and exhibited a placard having arrows pointing in opposite directions, at the extremity of the head pointing south was the letter "K" and at the opposite one the letter "O." These, Mr. Sunderland stated, should be painted on tin and placed at every section corner. He also remarked that the roads should be put in good condition, and to do this effectively there should be legislation that would place matters in shape so that one person in each neighborhood should see that the road is dragged at the proper time, and receive pay for his work. Farmers were interested in getting their grain to market when the market price was high and not when the road was right. Mr. Sunderland urged that the legislature to be elected this fall be in line for some good roads legislation.

At the close of Mr. Sunderland's remarks the bugle was sounded and the engines of ten or a dozen cars were set humming and the procession glided out of the city toward Mynard, Murray, Union and Nebraska City, where they are due at 11:15 o'clock.

### The School Quitters.

If you could place on one side of a line the boys and girls who graduated from the High school courses, and on the other side those who quit with the grammar grades or went only partly through a High school, which do you think would show the larger per cent of successes? Of course there are plenty of High school graduates who are only measuring tape, and plenty of uneducated men who are bossing railroad systems. But few will doubt that the chances of success are multiplied many times by a good High school course. One of the great problems before the teacher and the school board is to keep the boys and girls past that fool age when they think they know enough and need no more education. The teachers who do this most successfully are those who

come the closest to their pupils. If you see your pupil only through the medium of discussion of Cicero and trigonometry, you will never get much influence over his personal decisions. If you know him on the ball field, at the school social, in his home, he will begin to listen to your advice about this, one of the greatest life's choices, which has to be made at such an immature age.

### Union Witnesses.

From Friday's Daily.

Joe Banning, Amos McNamee and James Rainey were among the witnesses in the Reynolds vs. Kohrell case, that came up from Union last night to be present at the time of trial in the district court today.

Mrs. G. W. Rhoden spent the day in Omaha, leaving for the city on the first train this morning.

## PENITENTIARY OFFENSE TO STEAL CHICKENS

### Some Persons Who Make This a Business Had Better Take Warning.

The supreme court has upheld the law making it a penal offense to steal chickens, whether the value of the property stolen be large or small. In the larceny of all other property but chickens and hogs the value of the property stolen must be shown to be \$35 before the culprit can be given a penitentiary sentence, says the Lincoln Star.

This discrimination against the chicken thief is a deserved recognition of the poultry industry in Nebraska, as well as of the consideration to which the poultry raiser is entitled.

In no other business does one encounter as many risks and excitements as in raising poultry. The novice who starts out to establish a chicken farm in high hopes of achieving an easy money fortune soon discovers that he has tackled about the most hazardous calling he could select. Chickens require infinitely more care than babies. They are so susceptible in youth to weather conditions and are beset by so many fatal ailments that he who does not wish to see his chicken yards bereft of tenants must stay awake nights on guard.

It is not to be wondered at that legislators calculated that when the poultry raiser has reared his broods to an age when they promise some return to him and society, he should be provided with some special protection from the wiles of the midnight marauder. So they enacted a law intended to provide that where a culprit steals a chicken he may be sent to the pen for it. This denies such culprits the privilege of making chicken theft respectable by carrying away a man's entire stock of poultry, a chicken or two at a time.

This law may also be accepted as a recognition of the chicken as one of Nebraska's greatest and most reliable agricultural assets.

### Will Meet at Weeping Water.

The annual convention of the Nebraska City district Epworth League will meet at Weeping Water Wednesday and Thursday, June 12 and 13. The Plattsmouth chapter of the league hopes to have a creditable delegation present.

### In District Court.

From Friday's Daily.

The case of William H. Newell vs. S. Lawrence Stull, which was set down for a jury trial yesterday, went by default of defendant, as neither he nor his attorney made an appearance. Plaintiff's attorneys, Rawls & Robertson, introduced proof and took judgment for the amount prayed in their petition. The controversy arose over the alleged destruction of defendant's stock of growing wheat and hay in the stack on plaintiff's land. The case was tried in the county court, where judgment was entered against defendant, and he appealed to the higher court, but evidently concluded it would be cheaper to settle now than risk the uncertainty of litigation.

A motion was filed yesterday for a new trial in the case of Pankonin vs. Gorder.

A jury was empaneled to try the appeal case from the Union justice court entitled Amanda A. Reynolds vs. Louis F. Kohrell. The following named Cass county citizens were organized as the jury: S. I. Compton, W. J. Magney, G. M. Monford, Frank Gillett, G. E. Young, Deitrich Koester, B. C. Hyde, James Sperry, O. M. Kintz, J. O. Lansing, Walter Vallery and Charles Cunningham. The case was tried before in the justice of the peace court at Union and appealed to the district court. The controversy arose over an oral lease of the plaintiff's farm for the year 1911. The same land was farmed by defendant during the previous season, the consideration being \$300 cash rent, which defendant paid. There was no lease signed up for the season of 1910, and of that year's rent defendant paid \$200 and declined to pay further, hence the action brought by plaintiff to compel payment. The plaintiff is represented in the suit by Rawls & Robertson and the defendant by D. O. Dwyer.

The evidence was all in at the noon recess. After dinner the case was argued to the jury and the instructions of the court read. After deliberating a short time the jury returned a verdict for the plaintiff in the amount prayed.

### Special Teachers' Examination.

County Superintendent Miss Mary Foster has announced a special teachers' examination for Friday and Saturday, June 21 and 22, to certificates for county schools only. There will be no city teachers' examination at this time.

J. V. Sweeney, the Omaha marble man, was a Plattsmouth visitor last evening.