

THE LIVE-WIRE RETAIL MERCHANT WILL ALWAYS REMAIN IN THE FRONT RANK

He is a Broad-Gauge Man Who Uses His Brains to Promote His Business and Hires Well-Trained Help to do the Hand and Foot Work, and is the Store that will Survive the Present Evolution in Merchandising Methods

If the retail catalogue concerns are correct in their contentions, the retail trade of this country has reached a point where it is a case of "each for himself and the devil take the hindmost."

These concerns urge the retailer to adopt the hoggish "grab-it-all" policy of the big mail-order houses and get all the trade possible in every line.

This plan is squarely opposed to the association idea of building up each village and town into a commercial center of value and importance to the community which each serves. In other words, making each town the best possible market town, prepared to buy everything the farmer has to sell as well as to sell him everything he wants to buy.

Any town that has been properly developed as a market town that buys and sells the best possible advantage—that has in it adequate and up-to-date stocks of dependable merchandise in modern stores—is not being hurt to any appreciable extent by mail-order or other foreign competition.

The town that is not worth developing into a real market town is not worthy of a place on the map. And the present trend of events is such that a great many villages and towns will be wiped entirely off the map within the next ten years. Simply because the storekeepers and store-tenders in them are so far behind the times that they never can catch up, even if they could be awakened to the dangers that beset them, which is extremely doubtful, as these classes of retailers will not read trade papers and hence are not posted.

Of course, where there is only one live-wire retailer in a town, he is justified in cutting loose from the dead ones and doing whatever he thinks necessary to advance his interests. Or if there is more than one of the wide-awake kind, then let them cooperate together for their common good. The time is rapidly approaching when live-wire re-

tailers will have to throw off the load imposed upon the retail trade by carrying a lot of dead-in-the-shell storekeepers and worse than dead store-tenders. But the efforts of the live-wire retailer will always be directed first toward making his store the best possible store of its kind and then toward making his town the best possible market town, regardless of the "dead ones" there may be in it. Most people are able to discriminate nowadays between the "quick and the dead," so that no live-wire retailer need hesitate to show enterprise for fear that some "dead one" will benefit. The "dead ones" now in the retail trade are headed for oblivion just as surely as anything can be.

One thing the live-wire retailer will never do, however, is to encourage mail-order buying, because that is opposed to the idea of making the retail store the most economical, the most satisfactory, and, in short, the best place for supplying merchandise wants in its line. That is just what the retail store should be—and when that standard of excellence is reached and maintained, the retail store is beyond injury by mail-order or any other foreign competition.

The retail store that survives the present tremendous evolution in merchandising methods will be of this type and its proprietor will be a broad-gauge man who uses his brain to promote his business and hires cheap but well-trained help to do the hand and foot work.

The average retail store of ten years hence will be equal to or even better than the very best retail stores of today, while certain types of retail stores now quite common will be found then only in the remotest backwoods regions.

Retailers who are intelligent enough to read trade papers and study trade questions know that the next decade will bring forth wonderful changes and they are preparing for them as they go along.

GRANDPA AND GRANDMA RAMSEY ARE REJOICING

News reached this city last evening of the arrival at 5 o'clock p. m. Wednesday, July 31, 1912, of an eight and a half-pound boy baby at the home of Mr. and Mrs. William C. Ramsey in Omaha. Mother and child are reported doing well and in fine condition. Attorney Will is also reported in fine condition, and, of course, under such circumstances, more or less excited and overjoyed, and on first view of the little, welcome stranger, addressed it as follows: "May it please Your Honor you are very, very welcome." The Journal extends congratulations to Mr. and Mrs. Ramsey, to their baby boy and to Judge and Mrs. B. S. Ramsey, who now rejoice over the arrival of their first grandchild.

Negotiated Sale of Farm.

William McCaully and wife and son, Charles, returned from Monticello, Arkansas, this morning, where they went some days ago to improve their farm and erect a dwelling preparatory to putting in a crop. But while making preparations to go ahead with the improvements they received an offer on the farm which was almost double the amount paid for the land, and they concluded to sell and invest again. The contract is all signed up and a part of the money paid, so that the deal will undoubtedly go through.

Are Ever at War.

There are two things everlasting at war, joy and piles. But Bucklen's Arnica Salve will banish piles in any form. It soon subdues the itching, irritation, inflammation or swelling. It gives comfort, invites joy. Greatest healer of burns, boils, ulcers, cuts, bruises, eczema, scalds, pimples, skin eruptions. Only 25c at F. G. Fricke & Co.

Thomsen, Dentist, Wescott Bldg.

HIS UNCLE, D. J. CROOK BURNED TO DEATH

B. F. Crook of this city this morning received the sad intelligence of the death of his uncle, D. J. Crook, a pioneer citizen of Falls City, Neb., who was burned to death yesterday morning in a gasoline stove explosion. It appears that Mr. Crook had entered a room where the gasoline stove was located and struck a match to light it, when the match ignited the gas in the room and an explosion followed. The deceased was one of the leading citizens of Falls City and had been postmaster there at one time. He leaves a wife and five children, four sons and one daughter, all grown and having families of their own. He was about 65 years of age.

Attend Avoca Picnic.

Frank Gorton, Ed Donat, C. D. Quinton, William Weber and Joe Zimmerer were occupants of Frank Gorton's car, which rolled out of the city early this morning bound for Avoca and the I. O. O. F. picnic. Mr. Zimmerer returned from the Grand Island democratic convention last evening and was an over night visitor in the county seat, returning home with the picnic party.

Depart for the West.

Mrs. T. H. Roberts and daughter, Doris, of Cleveland, Ohio, who have been guests of the Harry Barthold home for a few days, departed for Lincoln, Neb., and Sheridan, Wyoming, this morning for a visit with relatives. They were accompanied by Miss Millie Eichorn of Aurora, Illinois, who also has been a guest of Plattsmouth friends for a short time, and Mrs. John Schulhof, who went to Lincoln with the party.

C. A. Rawls was a passenger to Lincoln on the morning train today, where professional business called him.

Prohib Orators Missed Train.

A. S. Watkins, prohibition candidate for vice president of the United States, and Mr. Gilbert, chairman of the prohibition state central committee, who were to have addressed the public at the corner of Main and Fourth streets last evening, failed to show up in the city until the arrival of No. 10 at 2 a. m. today. The gentlemen failed to connect with their train at Louisville yesterday and in consequence disappointed the people who expected to hear them.

PUTTING FINISHING TOUCHES ON M. W. A. BUILDING

J. R. Rummerfeld, who is painting the interior and frescoing the walls of the M. W. A. building, is rapidly nearing the end of his job. The large hall is completed, except a coat of oil for the floor. The room presents a fine appearance and will be an ideal one in which to give a grand ball on any occasion. The electric light fixtures are in place in many of the rooms and will be installed in the ball room as soon as they arrive. Mr. Rummerfeld was working on the stairway and lower hallway this afternoon. He will have the entire building completed by the first of next week so far as the painting and varnishing is concerned. The building will be ready for occupancy, with all its modern appointments, some time next week. It is rumored that the tennis hall, to be pulled off next week, will be the first function of the kind in the new hall. There could be no finer place to hold it than in the new M. W. A. hall.

CHANGE LOCATION OF SUNDAY SCHOOL PICNIC

The Methodist Sunday school picnic will be held in the Eikenberry grove, about half a mile south of the Burlington shops instead of the Schweinker grove as announced. The date remains the same, Friday, August 2. Those desiring to go are requested to meet at the church promptly at 9 o'clock. Bring a lunch, a napkin, a cup and a lemon. A good ball ground is available just across the road. Boys are asked to bring balls and bats. 7-31-2td.

Indian Killed on Track.

Near Rochelle, Ill., an Indian went to sleep on a railroad track and was killed by the fast express. He paid for his carelessness with his life. Often it is that way when people neglect coughs and colds. Don't risk your life when prompt use of Dr. King's New Discovery will cure them and so prevent a dangerous throat or lung trouble. "It completely cured me, in a short time, of a terrible cough that followed a severe attack of grip," writes J. R. Watts, Floydada, Tex., "and I regained 15 pounds in weight that I had lost." Quick, safe, reliable and guaranteed. 50c and \$1.00. Trial bottle free at F. G. Fricke & Co.

Return Home.

Mr. and Mrs. T. B. Bates returned from their Illinois trip today, and report a most pleasant visit. Besides visiting their uncle and aunt at Clinton for a week they also visited their aunt, Mrs. J. B. Barnett and daughter, Miss Fannie, and son, Tom, and also other friends in Effingham. They return home much refreshed from the trip.

Flying Men Fall

victims to stomach, liver and kidney troubles just like other people, with like results in loss of appetite, backache, nervousness, headache, and tired, listless, run-down feeling. But there's no need to feel like that, as T. D. Peebles, Henry, Tenn., proved. "Six bottles of Electric Bitters," he writes, "did more to give me new strength and good appetite than all other stomach remedies I used." So they help everybody. It's folly to suffer when this great remedy will help you from the first dose. Try it. Only 50 cents at F. G. Fricke & Co.

NOTICE!

Just received on track, car of extra choice Midland Hay, from the Loup river country, and while it lasts we will sell it at \$16.00 per ton. This is a hay of excellent color, fine quality, at the very low price of \$16.00 per ton from our hay shed. Come and supply your wants before it is all gone. Cedar Creek Lumber Co., Cedar Creek, Neb.

Place Cards, Score and Tally Cards of every description at the Journal office.

CASS COUNTY TENNIS TOURNAMENT NEXT WEEK

Arrangements Being Made to Entertain Visitors in Fine Style and Interest.

The city tournament now being over, all attention and interest turns to our second annual inter-county tennis tournament. All men from any adjoining county are eligible. The secretary now has five paid entries from out of town and expects several more before Saturday afternoon at 6 o'clock, when the entries close. These, along with about twenty entries from the city, will make a very interesting tournament.

In the doubles there will be about a dozen entries, and the fans anticipate a very exciting schedule, owing to the fact that the title to the city championship was taken over by Falter and Larson. This year the prize list has been increased and there will be offered for singles an \$8 Ward & Wright racket to the winner. In the doubles two \$5 leather racket cases will be given. As a prize for the winner of the consolation singles a racket press has been provided.

Socially, we are going to be even better able to take care of our visitors than last year. On Monday night, through the courtesy of Miss Foster, county superintendent, our players will attend in a body the reception tendered the teachers. Tuesday evening our second annual tennis dance will hold the attention of the public, and on Wednesday the regular smoker and business meeting of the association will be held. The annual election of officers will be had on that evening.

The title holder, Paul Morgan, who won the inter-county championship last year, will defend his title this year; and Staats and Morgan, who won the doubles last year, but who lost the city title this year, will be on hand with blood in their eyes. Let everybody watch the doubles.

At this time the annual city tournament for girls will be played on the same court and much interest is being shown here. Drawings have been made and will appear in the papers tomorrow night. Suitable prizes are up for the winners.

Everybody boost. This is a city enterprise. It involves an expense of about \$150 and not a cent goes out of the city. Our results will be found in the Omaha papers next week, and will put our city on the tennis map. Through the courtesy of Mr. Shlaes we are now able to provide seats for spectators. Everybody come. Seats are free. Play starts Monday afternoon at 4 o'clock.

Shocking Sounds

in the earth are sometimes heard before a terrible earthquake, that warn of the coming peril. Nature's warnings are kind. That dull pain or ache in the back warns you the kidneys need attention if you would escape those dangerous maladies, Dropsy, Diabetes or Bright's disease. Take Electric Bitters at once and see backache fly and all your best feelings return. "My son received great benefit from their use for kidney and bladder trouble," writes Peter Blundy, South Rockwood, Mich., "it is certainly a great kidney medicine." Try it. 50 cents at Rynott & Co.

Putting in New Mat.

A. F. Hedengren, master carpenter of the Burlington, was in the city this morning looking after company work on the other side of the river. The company is building a new mat about 500 feet in length, south of where they put in the mat last winter. The river has been cut on the bank about 80 rods north of the grove on the opposite side of the river, northeast of the Plattsmouth station. Mr. Hedengren put twenty-five men to work on that bank yesterday morning, and they will continue until the mat is completed. The company is working about sixty men on the bank near Folsom, where it has the cave-in under control, but they do not know just how long they can control the situation.

The Trials of a Traveler.

"I am a traveling salesman," writes E. E. Youngs, E. Berkshire, Vt., "and was often troubled with constipation and indigestion till I began to use Dr. King's New Life Pills, which I have found an excellent remedy." For all stomach, liver or kidney troubles they are unequalled. Only 25 cents at F. G. Fricke & Co.

Marshall, Dentist, Coates block.

New Notion Store.

W. D. Mordock of Nebraska City, who will, next week, open a variety store in the building south of the Fricke drug store, is putting his stock on the shelves. Mr. Mordock will carry a large line of notions and goods usually carried in a variety store. He is a successful merchant, having a store of the same character at Nebraska City, with which he is doing well.

DELIGHTFUL OCCASION AT THE W. H. HEIL HOME

The pleasant country home of Mr. and Mrs. W. H. Heil was the scene of a delightful occasion Sunday, it being in honor of his birthday anniversary. Mr. and Mrs. Heil had gone to church and during their absence the relatives and friends assembled at the Heil home. When Mr. and Mrs. Heil returned home they were greeted with "Surprise" on every hand, there being a large number of relatives and friends present. Mr. Heil was completely surprised. The hours were very pleasantly whiled away, there being several piano and violin selections by Miss Mayme Heil and Mr. Stefan. A number of friends in attendance rendered some very pretty vocal selections. A delicious supper was served and other refreshments were had during the afternoon and evening. There were about seventy present. The out-of-town guests were: Mr. and Mrs. S. W. Stefan of Omaha, Miss Beenetta Hector of Chicago, and Mr. and Mrs. Krenka of Denver.

Almost Lost His Life.

S. A. Stid of Mason, Mich., will never forget his terrible exposure to a merciless storm. "It gave me a dreadful cold," he writes, "that caused severe pains in my chest, so I was hard for me to breathe. A neighbor gave me several doses of Dr. King's New Discovery which brought great relief. The doctor said I was on the verge of pneumonia, but to continue with the Discovery. I did so and two bottles completely cured me." Use only this quick, safe, reliable medicine for coughs, colds or any throat or lung trouble. Price 50c and \$1.00. Trial bottle free. Guaranteed by Rynott & Co.

Acorn Brand Waists, one of the best on the market, worth from \$1.50 to \$5.00. Summer Clearance Sale price, 75c to \$3.50. E. G. DOVEY & SON.

TENNIS NOTES.

Staats and Morgan "Requiescat Pace."

All hail the new champs—Larson and Falter.

Everybody come to the tennis benefit tonight at the Gem. We need the money.

Paul Morgan is the new city champion, having defeated Ralph Larson, 6-4, 6-3, 6-4. Larson was in poor form and did not play his usual stellar game.

The court is now being put in shape for the inter-county meet, which is to be held August 5, 6 and 7, and which promises to be the best ever held here. The following gentlemen from Nebraska have registered: D. C. West, A. D. Hall, Charles Adams and J. W. Thomas.

John Falter and Ralph Larson put the kibosh on the championship aspirations of Morgan and Staats yesterday, defeating these high-class players after a long-drawn-out battle. Falter and Larson took the first two sets by a score of 6-2, 6-3. They showed a complete reversal in form, however, in the next two sets and were defeated by a score of 1-6, 1-6. In the late and deciding set some fast and furious playing was seen, every point being hard fought, Falter and Larson finally nosing out by a score of 6-4.

White Plymouth Rock Cockerals For Sale.

I have for sale a limited number of White Plymouth Rock cockerals, selected breeders, on reasonable terms. Call and see them. W. L. Austin, Eighth and Rock Streets.

G. R. Olson, the photographer, was a passenger to Lincoln yesterday afternoon on No. 33.

ONE OF THE BEST AUTOS ON THE MARKET

In going to Murray yesterday the Journal reporter had the pleasure of riding down with Park Christwiser in his "Flanders" auto, and we were in Murray in a little less than no time. The car rode so easily that it resembled sliding on the ice with a sled. Park formerly was connected with the agency of the Ford in this county, but through a misunderstanding, the agency fell into the hands of Park's former partner. He has had the pleasure of riding in both cars, and for our use we greatly prefer the Flanders to that of the Ford. It is simple to handle and easily cared for and one of the most comfortable and easy-riding cars we ever sat in. The car is also handsomely finished and will compare favorably with any car manufactured. For family use it is simply a dandy, and it will pay any person contemplating the purchase of a car to examine the Flanders and have Park show them its fine qualities and give them a ride. They will no doubt then see its many excellent qualities. Another thing, the price is within reach of all.

Notice!

There will be a meeting of the members of the Farmers' Mutual Fire and Live Stock Insurance company of Cass County on Wednesday, August 7th, at 1:30 p. m., for the purpose of electing officers and transacting such other business as may legally come before the meeting.

Jacob Tritsch, President. J. P. Falter, Secretary. 7-29-d&w

Blamed a Good Worker.

"I blamed my heart for severe distress in my left side for two years," writes W. Evans, Danville, Va., "but I know now it was indigestion, as Dr. King's New Life Pills completely cured me." Best for stomach, liver and kidney troubles, constipation, headache or debility. 25c at Rynott & Co.

Vacation.

The Greenwald Studio will be closed from July 15th to August 6th. 8-1-twkly.

WANTED—A span of mares 4 or 5 years old; gentle, well broke, good pullers and weight 1,000 to 1,150 pounds. Wm. Nickels.

Horses for Sale.

Have recently purchased a load of western horses which I will sell at reasonable prices. They are good horses and from 3 to 6 years old. Perry Marsh. 8-1-2twkly.

A Scientific Achievement.

Modern science has produced no such effective agency in the relief of indigestion, dyspepsia, constipation, biliousness, dyspepsia, stipitation, biliousness or impure blood as Meritol Tonic Digestive, the result of the best minds of the American Drug and Press Association, composed of druggists and newspaper men all over the country. Try this great remedy. For sale by Weyrich & Hadraha, Association Members.

STATEMENT OF THE CONDITION OF THE PLATTSMOUTH LOAN AND BUILDING ASSOCIATION.

Of Plattsmouth, Nebraska, on the 30th day of June, 1912.

ASSETS:
First mortgage loans.....\$2,400.75
Stock loans.....2,710.00
Real estate.....953.72
Cash.....1,066.40
Delinquent interest, premiums and fines.....462.02
Other assets, taxes advanced.....102.25
Total.....\$8,775.15

LIABILITIES:
Capital stock paid up.....\$4,016.00
Reserve fund.....1,500.00
Undivided profits.....234.12
Loans repaid.....12,600.97
Matured stock.....7,025.91
Bills payable.....1,800.00
Total.....\$48,776.02

RECEIPTS AND EXPENDITURES for the year ending June 30, 1912.

RECEIPTS
Balance on hand July 1, 1911.....\$ 454.00
Dues.....29,740.00
Interest, premiums and fines.....6,050.91
Loans repaid.....6,947.37
Real estate.....40.00
Taxes repaid.....43.98
Bills payable.....7,000.00
Total.....\$50,733.26

EXPENDITURES
Loans.....\$30,821.00
Expenses.....785.01
Stock redeemed.....12,322.18
Cash on hand.....1,066.40
Real estate.....22.11
Taxes advanced.....25.50
Bills payable.....5,469.98
Total.....\$60,733.26

STATE OF NEBRASKA,)
CASS COUNTY,) ss I. T. M. Patterson,
Secretary of the above named Association, do solemnly swear that the foregoing statement of the condition of said association, is true and correct to the best of my knowledge and belief.
T. M. PATTERSON, Secretary.

Subscribed and sworn to before me, this 31st day of July, 1912.
(SEAL) Notary Public.
Approved:
E. P. LUTZ }
FRED T. RAMSEY } Directors
JOHN M. LEVDA }