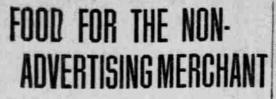
PAGE 8.



A Few Suggestions to Those Who **Claim That Advertising** Does Not Pay.

The following article is one of of the paper or the ad, either, for the best we have seen lately on the more it pulled the more harm den and stooping or lifting an the subject of advertising, and we it did you if you didn't take care impossibility. The back aches at approriate it bodily from the of the demand as you should. Omaha Trade Exhibit, in the hope When you think about advertisthat it maay be the means of ing take time for a long think, and lame. Plasters and liniments may opening the eyes of some of those when you plan a campaign go a give relief, but cannot reach the merchants who do not believe in long way before and a long way cause if the kidneys are weak. To or are too infernal stingy to ad- after the actual publicity in the eliminate the pains and aches of vertise:

Once in a while you come see that you have everything lined the kidneys. across a merchant who says he up right, get everything in prodoes not believe in advertising; in portion, know what you are doing weak kidneys-thousands testify fact, there are some wholesalers, and where you are going to come to their merit. Can you doubt jobbers, and even manufacturers out, as near as you can, for even Plattsmonth evidence? who say they never advertise be\_ at that advertising is an unruly cause they have all the business servant and you can never tell. they can handle now and get what Mother of Eighteen Children.

As a matter of fact, no business pounds. I can eat anything I

will in another and his enemies one in Boone Mill or vicinity and

his goods and his dealings will they will vouch for what I say."

sale by all dealers.

man can escape advertising if he want to, and as much as I want

has any business at all. If he and feel better than I have at any

they have through personal representatives.

goes with them.

not.

liable to work against you as to work for you. Every time you make a good sale, give the customer a real bargain, you have done some good advertising. Evry time you grouch about mail This Is the Case With Many order buying to a man who be-

lieves in it you are doing some adverse advertising. When you put an ad in the paper and fail to foilow it up as you should in your store your ad has probably failed are handicapped with bad backs, man Circle, to help you any and may have The unceasing pain causes conworked against you, and no fault

now a well woman and weight 168

Small Farm for Sale.

Thirty-three and one-half acres

stant misery, making work a burnight, preventing refreshing rest, and in the morning is stiff and newspapers or through bills and kidney backache you must cure

Doan's Kidney Pills are for

William Gilmour, farmer, four the home of their daughter, Mrs. miles south of Plattsmouth, Neb., John Rotter and family, for a few says: "One of my family had days, departed this morning for been suffering intensely from his home at Havelock, Mrs. Novak

HANDICAPPED

Plattsmouth People.

Too many Plattsmouth citizens

"I am the mother of eighteen lameness in the back. She could will remain here for a more ex-Those men prove that they children and have the praise of get no lasting relief until she be- tended visit. know nothing of advertising, doing more work than any young gan using Doan's Kidney Pills,

What they think of as advertising woman in my town," writes Mrs. They did more to relieve these Mrs. J. B. Blair of Fort Smith is a printed announcement or ap- C. J. Martin, Boone Mill, Va. "I troubles than anything else that Arkansas, is in the city for a few peal or something of that nature suffered for five years with stom- had previously been taken." days visiting at the home of her in a newspaper, magazine or oth- ach trouble and could not eat as For sale by all dealers. Price sister, Mrs. W. F. Brissey, and er publication, or possibly a post- much as a biscuit without suffer- 50 cents. Foster-Milburn Co., will depart Thursday for Keokuk,

her parents.

Mrs. C. L. Creamer, from south of this city, accompanied her + and winter term.

> John Henrich, who is employed as a druggist in one of the leaddown Saturday evening and visit. time." ed here over Sunday with his

mother, Mrs. Jacob Henrich and family.

Mrs. Frank Schmidt and daugh- prise." ter, Miss Margaret, of Cleveland, Ohio, who were here for the past mail carrier, is taking his annual few weeks visiting with the famdeparted Saturday evening on No.



They were walking in a garden. The roses were in full bloom; consequently you must know that it was June. "I wish you would tell me how you write these stories," she remarked. "I can't understand how you take persons, make them talk and do things that city, coming down Saturday just as if they were real." "Anybody who tries can do it," he

> replied. "I couldn't write a line." "Suppose you try. I'll help you. Take for your characters persons you know."

"Who, for instance?" "Well, there's Ferguson." "And you."

"I don't think you can make any- either way the front land wheel horse motion. 9-15-21d. thing interesting of me, but you are is forced to turn in exact unison. James Novak, who in company welcome to use me. That's two men. Now you need either one or two girls. with his wife, has been visiting at you had better confine yourself to a few characters. One girl will do. She shall be the heroine."

"Is it to be a love story?" "Well, yes; a kind of love story."

"What girl of my acquaintance shall and naturally as though they seat. I take for the heroine?" "Yourself. You'll do very well." "Oh, dear; I'm afraid I shall not behave myself heroically."

"The heroine of a story is not always heroic. The words hero and heroine were used for the leading

ways a villain-man or woman-whose wheel. evil acts noble persons were obliged to counteract. Our story will be a plain, uneventful love tale." "Who is the heroine, as you call her, in love with?"

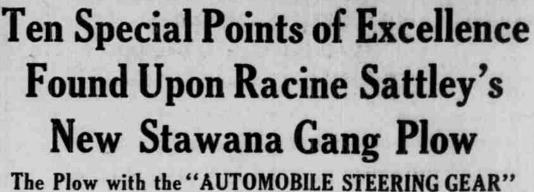
"Your question brings us to an ele- of the plow and does away with Missouri, Illinois, Wisconsin,

from, you and Mr. Ferguson."

Mr. Ferguson?"

"It is difficult of explanation, but I

author sots out to



Please Note All Are Exclusive and insures at all times every Features Not Found on Any

Other Plow Made. First-Steering Gear.

pound of weight, including the drivers, being carried on the wheels. This gives us our light Automatic style direct and draft and allows the wheels to position, no springs-allows the pass over rough ground without

MONDAY, SEPTEMBER 15, 1913.

plow to turn at right angles, in the least affecting the depth of either to the right or left, pre- the furrow. vents sliding of the front land Seventh-Furrow Wheel Control.

wheel and takes all strain from Automatic steering rod-no same when turning. Every time side thrust on tongue; adjustable the front furrow wheel turns rear furrow wheel not affected by

Eighth-Foot Lift.

Second-Hitch. Extremely high-double bear-Two horses on EACH SIDE of ing-adjustable to small boy or Since this is your first story, perhaps the pole, regular farm wagon large man-conveniently located eveners, no patent equalizers and when bottoms are raised no needed. Center of draft lies ex- levers are in the way and it actly between the two teams, per- comes just right to be used as a mitting them to walk as straight step for the operator to reach the

Ninth-Main Frame.

One piece-no joints-extra heavy stock-will not spring.

Tenth-Shares.

ly opposite the front furrow Made of "Sattley Special" sofe wheel, the arm holding same be- center steel, absolutely guaranmale and female characters in stories ing at the extreme front corner teed against breakage and warwhen it was the fashion to make them of the fram. The land wheel is ranted to scour in any soil.

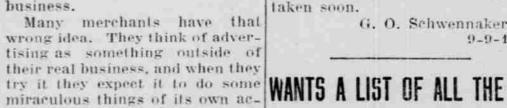
this plow as now perfected. The This construction "Hitch and Racine Sattley company this year Land Wheel" secures greater made a killing and with it cleanleverage in controlling the course ed up the plow trade of Kansas,

Ohio and Indiana, and intend to do the same in Iowa and Nebraska The tongue controls all three this fall and the spring of 1914. ing drug stores of Lincoln, came ceal her feelings from the reader for a wheels by placing the land wheel The plow speaks for itself. at the extreme front of the frame, Every live dealer and farmer, af-

the tongue post. Sixth-Single Bail.

in frame on one bail gives this We absolutely guarantee this

enables us to connect it direct to ter going over its many excellent points not found on any other plow made, must admit its Beams and bottoms being hung superiority.

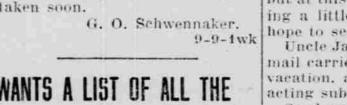


It is a big mistake to think that

advertising is something apart,

something rather foreign to your

business, a scheme some one has just north of M. P. depot. Good started to part you from a little 9-room house, orchard, barn and have been quite sick, since last of your money, and at best a out-buildings. Good well of wa- Friday and have had Dr. T. P. doubtful experiment, a gamble of ter. Twenty acres in cultivation, Livingston come out to see them, so much money against so much balance in pasture. Cheap if



er on a bill board, but that is ing. I have taken three bottles of Buffalo, New York, sole agents for Iowa, where she will visit with about as far as "advertising" Chamberlain's Tablets and am the United States. Remember the name-Doan'sand take no other.

does not advertise in one way he time in ten years. I refer to any destricted and the state of t MYNARD. (Special Correspondent.) advertise him whether he will or Chamberlain's Tablets are for the state of the sta

The people are glad to be relieved of the heat, by the pleasant

cool weather we are having.

but at this date the boys are mak-

ing a little improvement and we hope to see them out again soon. Uncle Jap Young, our congenial

vacation, and Adam Meisinger is ily of Joseph Hadraba in this city, acting substitute, in his place. Say boys! get your cow bells 2 for their home.

daughter, Miss Rose Mae Creamer, to the metropolis this morning, where Miss Creamer will enter business college for the fall

Local News

Misses Leota and Alma Barton

and Dovie Barkhurst, of Union,

were visitors in this city Saturday

Mrs, Joseph Droege was a pas-

senger this morning for Omaha,

where she will attend to some

business matters for the Wood-

Carl Schmidtmann returned

this morning to Omaha, where he

is attending business college in

evening to visit over Sunday with

The Helpers of the Christian

church will serve lunch in Gar-

field Park Wednesday afternoon.

Please bring lunch, A cordiat in-

vitation is extended to every one.

evening.

his parents.

ment that is always of assistance in ALL SIDE DRAFT. holding the interest of a story-curiosity. It may be well in this case to con-

"She has only two men to choose

"There may be another who will enter at the climax-some one not mentioned till then-who will be a sur-

"Is he to be a surprise to you and plow a flexible floating bottom gang plow in every way.

"He'll be a surprise to me, for the indications are in favor of Ferguson." "What do you mean by that?"

G. P. EASTWO

## Fourth-Side Draft.

Fifth-Control.

visit with friends in this city.

with relatives and old friends, de-

parted this morning for Caspar.

Caught a Bad Cold.

turning home.

were hitched to your old farm

Third-Land Wheel.

Front land wheel is set direct-

wagon.

possess every human heroic trait set at an angle or inclined in at The New Sattley Stawana Gang Then as a counterpart there was al- the bottom, same as the furrow Plow is no experiment. We having built it for three years with

count, an agent that goes out and brings in so much business, in proportion to the appropriation given.

Get that idea of advertising out it is there whether you know it or pliance with sections 12, 13 and and family. not, it is working for or against 14, of house roll No. 742, passed you, with or without your help, all by the last legislature providing last sermon, before conference, the time with never a rest; it is for the initiative and referendum, next Sunday 11 a. m. at Eight word you or your clerks speak to list of all the voters of the city to nard. Everybody is invited. customers, in your store display verify the petition filed in that every day, in your front windows, office for action by the voters at folks, of this vicinity, have en- Shore's parents, Mr. and Mrs. and the ad you run in the local the next general election. There tered the freshman class of the John Brady, departed this mornare two petitions already filed Plattsmouth High school.

All these things work together, with the secretary of state asking Can you say just what is your for the submission of the quesbusiness? Is the cash register tion of the Nebraska City armory kers' Realty Investment Co., of your business? Is the stock your appropriation and the employers' Omaha. liability act. This action is taken Do your clerks constitute your so that in event of the courts business? Your business is a holding that an election was combination of all these elements necessary this fall, the matter working together, and that is the way with your advertising. The list was sent up this morning

Hart, Schaffner & Marx are doing some of the most successful advertising in this country today. That is the testimony of the company and of many advertising experts. If you handle any of their goods you know it is true.

In what particular is this com-pany's advertising good? Is it A LARGE DELEGATION their newspaper and magazine ads, the space used, the copy, the cuts, or what? Is it in the window cards, the other dealer helps? Is it in the standard of their goods. clothes? What is it?

which would be as efficient as it Oelslager, and made the trip PFEIFFER CHEMICAL COMPANY among the scenes of Mr. Burkle's is if it were not for the fact that without a mishap. Among those St. Louis, Mo. Philadelphia, Pa. old home, at Portsmouth, Ohio, every item mentioned, and a good comprising the visitors were: many more, are all as good as Ernest Hardnock, John Maurer, they can make them, none given George Reitter, jr., George Maurover emphasis, none out of pro- er, August Lau, William Hoffman, portion, all working together, Chris Hoffman, George Althouse, each adding to and nothing taking sr., Herman Becker, Gotleib from the sum total of efficiency Rockenbach, George Trunkenblotz and good business reputation. and William Oelslager. These

by itself. If it fails don't blame faces in our city. the paper, although that possibly may have something to do with it because the mediums used for ing the business. display ads are a vital factor.

Advertising isn't something to he taken up today and given a try out and dropped tomorrow if you are not satisfied. You can't drop it, it will be with you as long as you are in business and if you don't take it and direct it as you would have it to go it is just as

**VOTERS OF PLATTSMOUTH** 

ready, something is going to hap-

W. T. Richardson and family has just issued a handsome foldhad the pleasure of entertaining er descriptive of Lincoln, her re-

County Clerk Morgan has re- his three aunts last Sunday, Mrs. sources and business possibiliof your mind. Advertising is in- ceived notice from the secretary Kennedy, Mrs. Drew, and Mrs. ties. The circular is handsomely evitably a part of your business, of state at Lincoln that in com- Cummins, also Dr. E. D. Cummins illustrated and will be sent upop request. Address Secretary Rev. E. H. Gould will preach his Commercial Club, Lincoln, NeL,

in every sale you make, every that officer would like to have a Mile Grove, and 8 p. m. at My- little child, of Norborne, Missouri, Mr. and Mrs. A. A. Shore and who have been here for a few Quite a number of our young days visiting at the home of Mrs.

ing for their home. Miss Leona get"-W. B. Porter is certainly doing Brady accompanied them as far some rushing work for the Ban- as Omaha,

William Puls, jr., and family Mr. Hunt and family, our new and William Puls, sr., of the viblacksmith, arrived last week, and cinity of Murray, motored to this immediately found himself busy city Saturday for a visit with Quite likely this was to encourage him county seat friends. Mr. Puls, to go on with the construction of the

sr., ,called at this office and Don't LetBaby Suffer With Ec- ordered the Plattsmouth Journal sent to his daughter, Miss Laura, at Lincoln, and renewed his subscription for another year.

## Safest Laxative for Women

hinder their growth. DR. HOB-Nearly every woman needs a SON'S ECZEMA OINTMENT can be relied on for relief and per- good laxative. Dr. King's New manent cure of suffering babies Life Pills are good because they whose skin eruptions have made are prompt, safe, and do not cause the end." their life miserable, "Our baby pain. Mrs. M. C. Dunlap, of Leadwas afflicted with breaking out of ill, Tennessee, says: "Dr. King's know that he's a dark horse, and it

the skin over the face and scalp. New Life Pills helped her troubles This moming a large delega- Doctors and skin specialists failed greatly." Get a box today. Price in their treatment of dealers and tion of the citizens of Eagle and to help. We tried Dr. Hobson's 25c. Recommended by Gering & consumers who purchase their vicinity came in to attend to the Eczema Ointment and were over- Co.

with plenty of work to do.

zema and Skin Eruptions.

Babies need a perfect skin-cov-

ering. Skin eruptions cause them

naturalization of a number of the joyed to see baby completely cured According to the word of one party. They were brought to this before one box was used," writes of the firm it is in a combination city in the large touring cars of Mrs. Strubler, Dubuque, Iowa. All and son, Robert, returned from a of all these things, no one of George Trunkenbolz and William druggists, or by mail, 50c.

tion will be checked from this list, not only intense suffering, but

That is good advertising, and gentlemen are among some of the Rainey.

The Journal advertisers are do-

could be submitted to the people.

and consisted of thirty-two type-

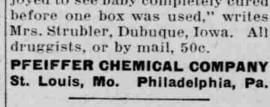
written pages filled with the

names of the legal voters of the

city, and the signers on the peti-

FROM EAGLE IN THE CITY

CASTORIA For Infants and Children. The Kind You Have Always Bought Bears the Signature of Gar M. Hutchis;



H. A. Schneider and E. H. Wescott departed out into the country ert visited at Columbus and Cinthis morning, where they will cinnati, returning home feeling look after some matters in the interest of the Commercial club. lives.

operation at two places between

Frank Finkle, the genial and has been having trouble with this whole-souled farmer from the limb, which was caused by a where they could not be seen or intervicinity of Union, came up this bruise on the bone. Mr. Batman rupted. There he told her his part or morning from his home, in com- has returned home and reports the story. She listened to it attentively pany with Ben Hoback, of near the little patient as getting along and even permitted him to put an arm Nehawka, and while in the city fine. Mrs. Batman will remain about her waist, to draw her to hir called at the Journal headquarters and assist in caring for the child. and kiss her lips. to enjoy a short social visit. which was much appreciated by Try the Journal for calling

the Journal force. cards.

will try. When an tell a story it is like one moving to-The Lincoln Commercial club| ward an object so distant that he can't make it out. It may turn out to be a house or a windmill or".

"An elephant." "Just so. Now, the story in the au- this morning on the early Burthor's mind is like that object. He lington train for Council Bluffs, may suppose it to be a windmill, and where she will be the guest of as he nears it, despite his preconceived friends for a few days. notion, it may turn out to be"---

"An elephant." "I see you understand my demonstration perfectly." "Partly. Do you refer to an ordi- their home, after an over Sunday

nary elephant or a white one?" "Why do you ask that?" "I was thinking that if the heroine

There was no reply to this. He did with his daughter in that city, "Something she didn't want?" not seem pleased with the way the

story was getting on. In fact, he looked very glum. She plucked a rose that Point, Texas, who has been here where they spent the day looking leaned toward her from "its lovely for the past week visiting with after business matters. companions" and handed it to him. story. It brought about the change in him she desired.

"If you're going to introduce a third man to come in and take the heroine at the end of the story I suppose we'd joying a visit here for a few days better settle on who he is to be." "What need of that?" she asked. "Well, you see, in story making you

Wyoming, where he will resume must suggest faintly what you're going to do. The man should be in the his duties as carpenter for the story, but you don't need to give away Burlington. Mr. Tams greatly the fact that he's to win the heroine in enjoyed his visit here with old friends.

"But if we name some one we'll

in her tone as she said this. Yesterday morning Val Burkel

two weeks' visit back in Ohio not my own, I always look at the end to see how it all turns out."

> "And yours?" "The lady, I believe, has the privilege For sale by all dealers.

of hearing the man's part of the story before she tells her part." "Not when they are collaborating. They must work together. They would

never get a story made in the world in that way." "Then I'm afraid it will not be

"You might at least tell me who is

"If you go on with your story you will find out all you wish to know." "Where does your part come in?" "Oh, my part! I'll write the close." They had reached a canopy formed by the drooping branches of trees

"Now, tell me how the story ends.

## Plattsmouth, Nebraska

Mrs. J. W. Johnson departed If you have a house for rent try little ad in the Journal.

## For Sale.

Best 66-ft. front in town. In grade. Plenty of shade trees and A. A. Dotson and wife of Have- sewer connections, See A. J. lock departed this morning for Trilety. 9-9-1wkd

County Surveyor Fred Patterson was a passenger this morning for Omaha, where he will at-John Fitzpatrick was a pastook either of the characters she might senger this morning for Omaha, tend to some matters of business. where he will visit for the day

Mrs. Joseph Fetzer and daughter, Miss Charlotte, were pas-Lawrence Heitzman of Polly sengers this morning for Omaha,

friends, departed this morning for Mr. and Mrs. L. G. Larson were Colorado, where he will look after passengers to Union yesterday some business matters before remorning where they spent the day with their daughter, Mrs. R. E. Foster and family. Hans Tams, who has been en-

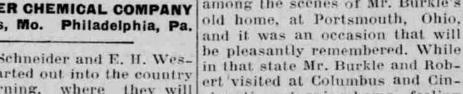
> Ed Roman and C. W. Hula departed this afternoon for the Black Hills, where they will visit for a few days with friends and enjoy a short vacation.

George Halmes of Weeping Water came up this morning an spent the day here, departing on the afternoon Burlington + a

"Last winter my son caught a today for Notre Dame co" very bad cold and the way he Notre Dame, Indiana. coughed was something dreadful,'

writes Mrs. Sarah E. Duncan, of Mr. and Mrs Gapen and Tipton, Iowa. "We thought sure Mrs. Mariwere visitors he was going into consumption. in thi arday. Mrs. Maria We bought just one bottle of es à pleasant caller at it., office and renewed the sub-Chamberlain's Cough Remedy " that one bottle stopped his cough scription of the paper going to and cured his cold completely." her son, W. E. Gapen, at Stanford, S. D.

NEW ARRIVALS **Worsted Dress Goods Dress Silks** Underwear **Dependon Blankets Maish Comforts Cotton Batts ZUCKWEILER&LUTZ** 



that they had the time of their

Mrs. Robert Knight of Malvern, Mr. and Mrs. F. M. Batman and made." that is advertising. Don't for a most substantial citizens of Tip- Iowa, arrived in this city Satur- Mrs. Lee Cotner took little Helen minute think that the ad you put ton precinct, and it was a great day afternoon for a visit with her Batmon, aged 9 months, to the the dark horse." in the local paper stands or falls pleasure to see their pleasant sisters, Mrs. John Wiles, Mrs. Immanuel hospital at Omaha, Hattie Dillehay and Mrs. Sherman where Dr. Hull performed an

the ankle and knee. The little one

he said. "Happily."

"Not at all," he hastened to reply "When I read other persons' storles. "But this is your story, isn't it?"

