

FOOD FOR THE NON-ADVERTISING MERCHANT

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

The following article is one of the best we have seen lately on the subject of advertising, and we appropriate it bodily from the Omaha Trade Exhibit, in the hope that it may be the means of opening the eyes of some of those merchants who do not believe in or are too infernal stinky to advertise.

Once in a while you come across a merchant who says he does not believe in advertising; in fact, there are some wholesalers, jobbers, and even manufacturers who say they never advertise because they have all the business they can handle now and get what they have through personal representatives.

Those men prove that they know nothing of advertising. What they think of as advertising is a printed announcement or appeal or something of that nature in a newspaper, magazine or other publication, or possibly a poster on a bill board, but that is about as far as "advertising" goes with them.

As a matter of fact, no business man can escape advertising if he has any business at all. If he does not advertise in one way he will in another and his enemies will advertise him whether he will or not.

It is a big mistake to think that advertising is something apart, something rather foreign to your business, a scheme some one has started to part you from a little of your money, and at best a doubtful experiment, a gamble of so much money against so much business.

Many merchants have that wrong idea. They think of advertising as something outside of their real business, and when they try it they expect it to do some miraculous things of its own account, an agent that goes out and brings in so much business, in proportion to the appropriation given.

Get that idea of advertising out of your mind. Advertising is inevitably a part of your business, it is there whether you know it or not, it is working for or against you, with or without your help, all the time with never a rest; it is in every sale you make, every word you or your clerks speak to customers, in your store display every day, in your front windows, and the ad you run in the local paper is the smallest part of it.

All these things work together. Can you say just what is your business? Is the cash register your business? Is the stock your business? Are you your business? Do your clerks constitute your business? Your business is a combination of all these elements working together, and that is the way with your advertising.

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 company's advertising good? Is it 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, in their treatment of dealers and consumers who purchase their clothes? What is it?

According to the word of one of the firm it is in a combination of all these things, no one of which would be as efficient as it is if it were not for the fact that every item mentioned, and a good many more, are all as good as they can make them, none given over emphasis, none out of proportion, all working together, each adding to and nothing taking from the sum total of efficiency and good business reputation.

That is good advertising, and that is advertising. Don't for a minute think that the ad you put in the local paper stands or falls by itself. If it fails don't blame the paper, although that possibly may have something to do with it because the mediums used for display ads are a vital factor.

Advertising isn't something to be 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

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. Every time you grouch about mail order buying to a man who believes in it you are doing some adverse advertising. When you put an ad in the paper and fail to follow it up as you should in your store your ad has probably failed to help you any and may have worked against you, and no fault of the paper or the ad, either, for the more it pulled the more harm it did you if you didn't take care of the demand as you should.

When you think about advertising take time for a long think, and when you plan a campaign go a long way before and a long way after the actual publicity in the newspapers or through bills and see that you have everything lined up right, get everything in proportion, know what you are doing and where you are going to come out, as near as you can, for even at that advertising is an unruly servant and you can never tell.

Mother of Eighteen Children.

"I am the mother of eighteen children and have the praise of doing more work than any young woman in my town," writes Mrs. C. J. Martin, Boone Mill, Va. "I suffered for five years with stomach trouble and could not eat as much as a biscuit without suffering. I have taken three bottles of Chamberlain's Tablets and am now a well woman and weight 168 pounds. I can eat anything I want to, and as much as I want and feel better than I have at any time in ten years. I refer to any one in Boone Mill or vicinity and they will vouch for what I say." Chamberlain's Tablets are for sale by all dealers.

Small Farm for Sale.

Thirty-three and one-half acres just north of M. P. depot. Good 9-room house, orchard, barn and out-buildings. Good well of water. Twenty acres in cultivation, balance in pasture. Cheap if taken soon.

G. O. Schwennaker.
9-9-1wk

WANTS A LIST OF ALL THE VOTERS OF PLATTSMOUTH

County Clerk Morgan has received notice from the secretary of state at Lincoln that in compliance with sections 42, 43 and 44, of house roll No. 742, passed by the last legislature providing for the initiative and referendum, that officer would like to have a list of all the voters of the city to verify the petition filed in that office for action by the voters at the next general election. There are two petitions already filed with the secretary of state asking for the submission of the question of the Nebraska City armory appropriation and the employers' liability act. This action is taken so that in event of the courts holding that an election was necessary this fall, the matter could be submitted to the people. The list was sent up this morning and consisted of thirty-two typewritten pages filled with the names of the legal voters of the city, and the signers on the petition will be checked from this list.

A LARGE DELEGATION FROM EAGLE IN THE CITY

This morning a large delegation of the citizens of Eagle and vicinity came in to attend to the naturalization of a number of the party. They were brought to this city in the large touring cars of George Trunkenholz and William Oelslager, and made the trip without a mishap. Among those comprising the visitors were: Ernest Hardnoek, John Maurer, George Reiter, Jr., George Maurer, August Lau, William Hoffman, Chris Hoffman, George Althouse, sr., Herman Becker, Gottleib Roekenbach, George Trunkenholz and William Oelslager. These gentlemen are among some of the most substantial citizens of Tipton precinct, and it was a great pleasure to see their pleasant faces in our city.

The Journal advertisers are doing the business.

CASTORIA

For Infants and Children.

The Kind You Have Always Bought

Bears the Signature of J. C. Watson

HANDICAPPED

This Is the Case With Many Plattsmouth People.

Too many Plattsmouth citizens are handicapped with bad backs. The unceasing pain causes constant misery, making work a burden and stooping or lifting an impossibility. The back aches at night, preventing refreshing rest, and in the morning is stiff and lame. Plasters and liniments may give relief, but cannot reach the cause if the kidneys are weak. To eliminate the pains and aches of kidney backache you must cure the kidneys.

Doan's Kidney Pills are for weak kidneys—thousands testify to their merit. Can you doubt Plattsmouth evidence?

William Gilmour, farmer, four miles south of Plattsmouth, Neb., says: "One of my family had been suffering intensely from lameness in the back. She could get no lasting relief until she began using Doan's Kidney Pills. They did more to relieve these troubles than anything else that had previously been taken."

For sale by all dealers. Price 50 cents. Foster-Milburn Co., Buffalo, New York, sole agents for the United States.

Remember the name—Doan's—and take no other.

MYNARD.
(Special Correspondent.)

The people are glad to be relieved of the heat, by the pleasant cool weather we are having.

Wayne and Dwight Propst, have been quite sick, since last Friday and have had Dr. T. P. Livingston come out to see them, but at this date the boys are making a little improvement and we hope to see them out again soon. Uncle Jap Young, our congenial mail carrier, is taking his annual vacation, and Adam Meisinger is acting substitute, in his place. Say boys! get your cow bells ready, something is going to happen.

W. T. Richardson and family had a pleasure of entertaining his three aunts last Sunday, Mrs. Kennedy, Mrs. Drew, and Mrs. Cummins, also Dr. E. D. Cummins and family.

Rev. E. H. Gould will preach his last sermon, before conference, next Sunday 11 a. m. at Eight Mile Grove, and 8 p. m. at Mynard. Everybody is invited.

Quite a number of our young folks, of this vicinity, have entered the freshman class of the Plattsmouth High school. W. B. Porter is certainly doing some rushing work for the Bankers' Realty Investment Co., of Omaha.

Mr. Hunt and family, our new blacksmith, arrived last week, and immediately found himself busy with plenty of work to do.

Don't Let Baby Suffer With Eczema and Skin Eruptions.

Babies need a perfect skin-covering. Skin eruptions cause them not only intense suffering, but hinder their growth. DR. HOBSON'S ECZEMA OINTMENT can be relied on for relief and permanent cure of suffering babies whose skin eruptions have made their life miserable. "Our baby was afflicted with breaking out of the skin over the face and scalp. Doctors and skin specialists failed to help. We tried Dr. Hobson's Eczema Ointment and were overjoyed to see baby completely cured before one box was used," writes Mrs. Strubler, Dubuque, Iowa. All druggists, or by mail, 50c.

PFIFFER CHEMICAL COMPANY
St. Louis, Mo. Philadelphia, Pa.

H. A. Schneider and E. H. Westcott departed out into the country this morning, where they will look after some matters in the interest of the Commercial club.

Mrs. Robert Knight of Malvern, Iowa, arrived in this city Saturday afternoon for a visit with her sisters, Mrs. John Wiles, Mrs. Hattie Dillehay and Mrs. Sherman Rainey.

Frank Finkle, the genial and whole-souled farmer from the vicinity of Union, came up this morning from his home, in company with Ben Hoback, of near Nehawka, and while in the city called at the Journal headquarters to enjoy a short social visit, which was much appreciated by the Journal force.

Local News

Misses Leota and Alma Barton and Dovie Barkhurst, of Union, were visitors in this city Saturday evening.

Mrs. Joseph Droegge was a passenger this morning for Omaha, where she will attend to some business matters for the Woodman Circle.

Carl Schmidmann returned this morning to Omaha, where he is attending business college in that city, coming down Saturday evening to visit over Sunday with his parents.

The Helpers of the Christian church will serve lunch in Garfield Park Wednesday afternoon. Please bring lunch. A cordial invitation is extended to every one. 9-15-21d.

James Novak, who in company with his wife, has been visiting at the home of their daughter, Mrs. John Rotter and family, for a few days, departed this morning for his home at Havelock. Mrs. Novak will remain here for a more extended visit.

Mrs. J. B. Blair of Fort Smith, Arkansas, is in the city for a few days visiting at the home of her sister, Mrs. W. F. Brisse, and will depart Thursday for Keokuk, Iowa, where she will visit with her parents.

Mrs. C. L. Creamer, from south of this city, accompanied her daughter, Miss Rose Mae Creamer, to the metropolis this morning, where Miss Creamer will enter business college for the fall and winter term.

John Henrich, who is employed as a druggist in one of the leading drug stores of Lincoln, came down Saturday evening and visited here over Sunday with his mother, Mrs. Jacob Henrich and family.

Mrs. Frank Schmidt and daughter, Miss Margaret, of Cleveland, Ohio, who were here for the past few weeks visiting with the family of Joseph Hadraha in this city, departed Saturday evening on No. 2 for their home.

The Lincoln Commercial club has just issued a handsome folder descriptive of Lincoln, her resources and business possibilities. The circular is handsomely illustrated and will be sent upon request. Address Secretary Commercial Club, Lincoln, Neb.

Mr. and Mrs. A. A. Shore and little child, of Norborne, Missouri, who have been here for a few days visiting at the home of Mrs. Shore's parents, Mr. and Mrs. John Brady, departed this morning for their home. Miss Leona Brady accompanied them as far as Omaha.

William Puls, jr., and family and William Puls, sr., of the vicinity of Murray, motored to this city Saturday for a visit with county seat friends. Mr. Puls, sr., called at this office and ordered the Plattsmouth Journal sent to his daughter, Miss Laura, at Lincoln, and renewed his subscription for another year.

Safest Laxative for Women

Nearly every woman needs a good laxative. Dr. King's New Life Pills are good because they are prompt, safe, and do not cause pain. Mrs. M. C. Dunlap, of Lead Hill, Tennessee, says: "Dr. King's New Life Pills helped her troubles greatly." Get a box today. Price 25c. Recommended by Gering & Co.

Yesterday morning Val Burkel and son, Robert, returned from a two weeks' visit back in Ohio among the scenes of Mr. Burkel's old home, at Portsmouth, Ohio, and it was an occasion that will be pleasantly remembered. While in that state Mr. Burkel and Robert visited at Columbus and Cincinnati, returning home feeling that they had the time of their lives.

Mr. and Mrs. F. M. Batman and Mrs. Lee Cotner took little Helen Batman, aged 9 months, to the Immanuel hospital at Omaha, where Dr. Hull performed an operation at two places between the ankle and knee. The little one has been having trouble with this limb, which was caused by a bruise on the bone. Mr. Batman has returned home and reports the little patient as getting along fine. Mrs. Batman will remain and assist in caring for the child.

Try the Journal for calling cards.

How Their Story Ended

By LOUISE B. CUMMINGS

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 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 anything interesting of me, but you are welcome to use me. That's two men. Now you need either one or two girls. Since this is your first story, perhaps 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 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 male and female characters in stories when it was the fashion to make them possess every human heroic trait. Then as a counterpart there was always a villain—man or woman—whose 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 element that is always of assistance in holding the interest of a story—curiosity. It may be well in this case to conceal her feelings from the reader for a time."

"She has only two men to choose from, you and Mr. Ferguson."

"There may be another who will enter at the climax—some one not mentioned till then—who will be a surprise."

"Is he to be a surprise to you and Mr. Ferguson?"

"He'll be a surprise to me, for the indications are in favor of Ferguson."

"What do you mean by that?"

"It is difficult of explanation, but I will try. When an author sets out to tell a story it is like one moving toward 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 author's mind is like that object. He may suppose it to be a windmill, and as he nears it, despite his preconceived notion, it may turn out to be—

"An elephant."

"I see you understand my demonstration perfectly."

"Partly. Do you refer to an ordinary elephant or a white one?"

"Why do you ask that?"

"I was thinking that if the heroine took either of the characters she might get—

"Something she didn't want?"

"There was no reply to this. He did not seem pleased with the way the story was getting on. In fact, he looked very grim. She plucked a rose that leaned toward her from "its lovely companions" and handed it to him. Quite likely this was to encourage him to go on with the construction of the 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 better settle on who he is to be."

"What need of that?" she asked.

"Well, you see, in story making you must suggest faintly what you're going to do. The man should be in the story, but you don't need to give away the fact that he's to win the heroine in the end."

"But if we name some one we'll know that he's a dark horse, and it will spoil the story for us."

"In other words, you take no interest in whom the heroine marries?"

"There was a slight tinge of reproach in her tone as she said this.

"Not at all," he hastened to reply. "When I read other persons' stories, not my own, I always look at the end to see how it all turns out."

"But this is your story, isn't it?"

"And yours?"

"The lady, I believe, has the privilege 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 made."

"You might at least tell me who is the dark horse."

"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 where they could not be seen or interrupted. There he told her his part of the story. She listened to it attentively and even permitted him to put an arm about her waist to draw her to him and kiss her lips.

"Now, tell me how the story ends," he said.

"Happily."

Ten Special Points of Excellence Found Upon Racine Sattley's New Stawana Gang Plow

The Plow with the "AUTOMOBILE STEERING GEAR"

Please Note All Are Exclusive Features Not Found on Any Other Plow Made.

First—Steering Gear.

Automatic style direct and position, no springs—allows the plow to turn at right angles, either to the right or left, prevents sliding of the front land wheel and takes all strain from same when turning. Every time the front furrow wheel turns either way the front land wheel is forced to turn in exact unison.

Second—Hitch.

Two horses on EACH SIDE of the pole, regular farm wagon evens, no patent equalizers needed. Center of draft lies exactly between the two teams, permitting them to walk as straight and naturally as though they were hitched to your old farm wagon.

Third—Land Wheel.

Front land wheel is set directly opposite the front furrow wheel, the arm holding same being at the extreme front corner of the frame. The land wheel is set at an angle or inclined in at the bottom, same as the furrow wheel.

Fourth—Side Draft.

This construction "Hitch and Land Wheel" secures greater leverage in controlling the course of the plow and does away with ALL SIDE DRAFT.

Fifth—Control.

The tongue controls all three wheels by placing the land wheel at the extreme front of the frame, enables us to connect it direct to the tongue post.

Sixth—Single Bail.

Beams and bottoms being hung in frame on one bail gives this plow a flexible floating bottom

and insures at all times every pound of weight, including the drivers, being carried on the wheels. This gives us our light draft and allows the wheels to pass over rough ground without in the least affecting the depth of the furrow.

Seventh—Furrow Wheel Control.

Automatic steering rod—no side thrust on tongue; adjustable rear furrow wheel not affected by horse motion.

Eighth—Foot Lift.

Extremely high—double bearing—adjustable to small boy or large man—conveniently located and when bottoms are raised no levers are in the way and it comes just right to be used as a step for the operator to reach the seat.

Ninth—Main Frame.

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

Tenth—Shares.

Made of "Sattley Special" soft center steel, absolutely guaranteed against breakage and warranted to scour in any soil.

The New Sattley Stawana Gang Plow is no experiment. We have built it for three years with this plow as now perfected. The Racine Sattley company this year made a killing and with it cleaned up the plow trade of Kansas, Missouri, Illinois, Wisconsin, Ohio and Indiana, and intend to do the same in Iowa and Nebraska this fall and the spring of 1914.

The plow speaks for itself. Every live dealer and farmer, after going over its many excellent points not found on any other plow made, must admit its superiority.

We absolutely guarantee this gang plow in every way.

For Sale.

Best 66-ft. front in town. In grade. Plenty of shade trees and sewer connections. See A. J. Trilely. 9-9-1wk

County Surveyor Fred Patterson was a passenger this morning for Omaha, where he will attend to some matters of business.

Mrs. Joseph Felzer and daughter, Miss Charlotte, were passengers this morning for Omaha, where they spent the day looking after business matters.

Mr. and Mrs. L. G. Larson were passengers to Union yesterday morning where they spent the day with their daughter, Mrs. R. E. Foster and family.

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 and spent the day here, departing at the afternoon Burlington train for Notre Dame, Indiana.

Mr. and Mrs. G. G. Gopen and Mrs. Marie Gopen were visitors in this city Saturday. Mrs. Marie Gopen was a pleasant caller at the office and renewed the subscription of the paper going to her son, W. E. Gopen, at Stanford, S. D.

NEW ARRIVALS

Worsted Dress Goods
Dress Silks
Underwear
Dependon Blankets
Maish Comforts
Cotton Batts

ZUCKWEILER & LUTZ

and insures at all times every pound of weight, including the drivers, being carried on the wheels. This gives us our light draft and allows the wheels to pass over rough ground without in the least affecting the depth of the furrow.

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We absolutely guarantee this gang plow in every way.

G. P. EASTWOOD

Plattsmouth, Nebraska

Mrs. J. W. Johnson departed this morning on the early Burlington train for Council Bluffs, where she will be the guest of friends for a few days.

A. A. Dotson and wife of Havelock departed this morning for their home, after an over Sunday visit with friends in this city.

John Fitzpatrick was a passenger this morning for Omaha, where he will visit for the day with his daughter in that city.

Lawrence Heitzman of Polly Point, Texas, who has been here for the past week visiting with friends, departed this morning for Colorado, where he will look after some business matters before returning home.

Hans Tams, who has been enjoying a visit here for a few days with relatives and old friends, departed this morning for Caspar, Wyoming, where he will resume his duties as carpenter for the Burlington. Mr. Tams greatly enjoyed his visit here with old friends.

Caught a Bad Cold.

"Last winter my son caught a very bad cold and the way he coughed was something dreadful," writes Mrs. Sarah E. Duncan, of Tipton, Iowa. "We thought sure he was going into consumption. We bought just one bottle of Chamberlain's Cough Remedy and cured his cold completely." For sale by all dealers.

For Sale.

Best 66-ft. front in town. In grade