THE LAUNDRY BUILDING DAM-

About 3 O'Clock This Morning the Fire Was Discovered, but No One Knows How It Started.

From Wednesday's Dally. About 3 o'clock this morning Officer Frank Neumann, on his rounds delected the strong odor of smoke while at the corner of ROSS L. HAMMOND, RE-Fourth and Main streets, and on investigation discovered that the rear of the laundry building of Fourth street was in flames and they were spreading at a rapid rate through the structure. He at once turned in the fire alarm. but by this time the blaze had spread through the wash room of the laundry, near where the fire had evidently started, and on the arrival of the fire department a few minutes after the alarm sounded the fire was raging wildly through the entire east portion of the building and spreading into the drying room of the laundry destroyed a large amount of laundry that was drying, and the burning clothes made a blinding and stiffing smoke that made it very difficult for the firemen to work in extinguishing the flames on the interior of the building,

The door on the north side of the building was forced open by in the state. Mr. Hammond is a the firemen and the stream of water played on the flames until (ne of the men who will be a they were subdued and it was strong factor in the race for the possible to get into the building office of governor. Mr. Hammond to carry on the work of putting out the blaze more successfully, o'clock for Nebraska City. The east end of the building was badly burned, the woodwork being charred to a crisp and the ma- ONE CATFISH WEIGHED chinery put entirely out of commission, as the pulleys and shafting were burned. The loss to the machinery will be in the neighborhood of \$500, and that on the building will probably be a little in excess of that sum,

The exact cause of the fire is not known, but it is thought that eatches of fish in this locality was railroads of the country would be it was caused by combustion of quite badly bent by Alf, Edgerton, able to furnish sufficient cars to coal in the shed at the east end who has just returned from a care for the enermous crops that of the building, while others be- fishing trip up the Missouri river will have to be moved throughout here that it was caused by a bolt in the vicinity of Folsom, Iowa. the west has occasioned a great of lightning striking the building Alf, did not have the best of luck deal of speculation, and the war during the electrical storm that at first, but when the fish started in Europe has made the necessity occurred just a short time before biting they sure came fast. The for handling the new crops great volved almost every country in the fire was discovered.

being washed will be reimbursed pounds, one of twelve and several for their losses, but it will take of eight and ten pounds. The trip some time before he is able to to Folsom was made by Mr. carry out his intention of making Edgerton in his launch, the "Tigood this loss, and this spirit is tanic H," and was made without one that will be commended by a delay or accident of any kind. everyone, as the laundries usually do not guarantee loss by fire.

The building is owned by Anton PARTIES IN BASE BALL Trilety and William Barclay, and the loss to the structure will be partially covered by insurance. The fire will put the laundry out of business for about a week, but the proprietor will look after the interests of his patrons by having the work sent to Omaha until the the machinery.

Visitors in City Today.

From Tuesday's Dally. with the voters of both parties.

Miss Essie Buttery returned part in it. home this afternoon from a short visit with relatives in Sarpy

Former Cass County Lady.

Mrs. Anna P. Churchill died at 7:15 p. m. yesterday at the home of her daughter, Mrs. C. M. Rowland, of Denton. Mrs. Churchill. was 74 years old. She settled in lass county in 1865, where she ived until a few years ago, when he made her home with her daughter at Denton. She leaves two children. Mrs. Rowland and Elmer Churchill of Denver, The funeral will be held at 9:30 a. m. Wednesday, from the home at Denton. The services will be in charge of Rev. H. Bross. The remains will be taken to Wyoming, Neb., for burial.—State Journal.

PUBLICAN CANDIDATE FOR GOVERNOR, IN TOWN

From Tuesday's Dally.

This morning Ross L. Hammond of Fremont, formerly internal revenue collector of the state under President Taft, and at present a candiate for governor of Nebraska on the republican licket, came in to visit the city and become acquainted with the republicans of the city, Mr. Hamnond while here called at the Journal to pay a short social call and to look over the establishment, which was quite interesting to him, as Mr. Hammond is president of the Hammond Print ng Co. of Fremont, one of the largest establishments of its kind very pleasant gentleman and is and party left via auto about 11

SIXTY-FOUR POUNDS AND OTHERS LESS

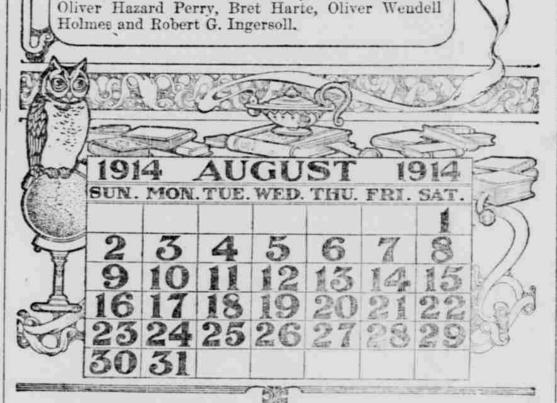
The records for the large

FIGHT AT GEDAR CREEK ARE HANDED PACKAGE

made, as Schneider, Wolff and This morning Ed Dorr, one of Rockwell had oll entered a plea of not making a strenuous campaign, go, so that he and Wolff could for it. Enough grain is being volved in the struggle. is visiting the different sections of fight. Leo Tighe was discharged, shipped to keep us busy and the the county getting acquainted as the court found that he was demand for cars is good. By the

TOU will have unusually clear judgment, originality, great personal magnetism; will be emotional, good at planning for others, strong in your likes and dislikes. You will be certain to succeed if you will act instead of building air castles. You should strive for balance and self control. You should not marry too young, preferably a person born in September, October or December. To harmonize with your characteristics you should wear green, brown or red in any shade and diamond, ruby or jasper ornaments. Great persons born in August: Sir Walter Scott, Napoleon Bonaparte, Christine Nilsson, Daniel O'Connell, Izaak Walton, Francis Scott Key, Gold-

win Smith, Thomas De Quincey, David Crockett,



MOVE GROPS

The Burlington Have Plenty of Cars All Along Their Different Branches.

nent of minor parts.

other types of cars. loaded again.

"I hope that the western railcoads and their men finally adjust the present time. We must farnish the means for transporting supplies to the ser roast, where they will be loaded on vessels ound for Europe. The United states must furnish food to the Europeans whose men are engaged in slaughtering each other of in production of food supply and manufactured goods."

THE WAR FEELING AMONG THE FOREIGN ELE-MENT IN THIS CITY

largest eatch was a sixty-four- er than ever. In regard to the car that part of the world has created Mr. Harris, the properietor of pound cat that was a beauty; the shortage question the following great interest, in this country, the laundry, has suffered quite a rest of the fis becured were not from the State Journal of this where representatives of the difloss in the fire, but states that quite so heavy, but of splendid morning gives the opinion of one ferent nations have come to make persons who had colthing there size, there being one of seventeen of the leading Burlington officials; their home, and naturally they feel Although Master Mechanic quite a keen interest in the out-Dietrich of the Burlington at Lin- come of the struggle that promoin does not anticipate a car ises to be one of the greatest the shortage he says that every effort world has ever witnessed. The s being made to make as many residents of this city of foreign cars as possible fit to carry grain birth are all watching with the and to assemble them at places greatest of interest the outcome. where they are apl to be needed. The Germans all seem to be with The repair tracks in the new the Fatherland in their battle with yards at Lincoln are repairing and the forces of Russia, France and putting into service from seven- with the forces of Great Britain, y-five to one hundred cars a day, who seems likely to be in the con-Some of these need extensive re- flict in a few days, and they are pairs and some need only replace. waiting anxiously to hear of some decisive contest that will show the More men are employed at the strength of the countries. The The testimony of the case con- Lincoln repair track at present Bohemian residents as a whole necessary repairs can be made to tinued until 3 o'clock, when it was than at any other time in the his- do not seem to feel the interest of submitted to the judge with a tory of the department. The force the Germans, as they have the brief statement from the counsel at present totals 152 men, who memory of the many years that on both sides. The Rand case was are engaged in making cars fit for Austria has oppressed their own the one on which the test was the grain and repairing stock and country and took from the Bohemian nation their independence, Mr. Dietrich said yesterday: making it a part of Austria-Hunthe leading citizens of near Wa- guilty, and Rand and Tighe not we are hunting up every car we gary, and in Bohemia there are as different as the circular letter hash, came in from his home to guilty. The court, considering can and pulling all the box cars in doubtless many thousands whose and the personal letter you get this city to visit for a few hours. the testimony in the case, decided shape to carry grain. The fact hearts are beating for the Serbs from a friend who tells you of He was accompanied by John M. that he would assess a fine of \$10 that war has broken out in Europe whose race is so akin to their own some good business deal. Creamer, cashier of the Farmers' each against Schneider, Wolff and has affected the situation in this in their battle against the Aus-State bank, and who is also a Rockwell, and \$5 against Rand, country. While the demand for trian forces. The younger gen-cold, indifferent, even pertinent, candidate for the nomination for who from the evidence produced cars is heavy at present it is not eration, born here, feel that the that are nothing more or less county clerk on the republican had held Rockwell until the base so heavy as it would be if the war waged will be without result than libels on the personality of ticket. Mr. Creamer is very pop- ball which he had in his hand dur- farmers were all shipping their to whoever wins and productive of the merchant, who is himself far one. ular in his home and is a fine, ing the mix-up with Wolff, had grain instead of holding it in the only misery and want to the com- from being the sort of man, or clean-cut young man, and while been removed, and then let him hope of obtaining war-time prices mon people of the countries in- having the sort of business sug-

hours visiting with his parents. name or that of your store.

THE MATTER OF

by Merchants Who Want the Business Due Them.

The following striking article town and his devotion of a little ONE OF THE FINEST time to his advertising in the home papers appeared in a recent ssue of the Omaha Trade Exhibit, and its value to the merchants is anteld, as it gives advice that can e applied most effectively in the line of preparing advertising Opy:

The advertising done by the werage retail merchant in small lowns and cities pays bigger returns for the amount of time and effort put into it than anything dise the merchant does.

That is the truth, and if your advertising does not pay as much as you think it should, just conider how much real time and thought you put on your advertis-

Time spent in writing one ad is the smallest part of the time you should put on your advertising. It takes a great deal more time and study to know what to write and how to write than to do the actual writing.

But the principal reason why we believe the country merchant would be uncommonly serious at himself should supervise his advertising is because the personality of the merchant himself is greater in the small town than anywhere else, almost greater here than any other factor in his ousiness, and the printed adverdisements for such a merchant are merely the public expressions if that personality.

For that reason it is almost mpossible, or impractical, for the nerchant to delegate to someone dse the writing and the preparation of his ads, to get the best re- C. H. VALLERY MEETS

The best ads, even in large ilies, or for large business, are hose that come straight and frank from the pen of the man who shapes the policies of the The European war that has in- business. The best letter ever sent out by Sear-Roebuck & Co. was written personally by the head of the company,

The best retail ads written in Omaha, according to some good critics, are those prepared by a man who has a large interest in the company and who is far from being just the advertising man. He gets lots of help on the details, of course, but the tone, the spirit of the ads come from the man who s the business.

Therefore we urge the country perchant to get into the adverising game himself and spend all the time he can on that branch of his selling. It is all right to get some clerk in your store to "get up an ad," it is all right to get all the help and suggestions you can from the local editor, or from any other source, but you must put the final touches on yourself, make it the effective, pulling greatly enjoyed. power you want it to be.

The average kind of an ad and the kind we are talking about are

We have seen some printed ads, tone of the printed ad,

Adolph Geise was a passenger | Most business men are careful ernoon Burlington train. only trying to prevent the fight time the grain which is now be- this afternoon for Omaha to at- not to put their signature to anyand had no intention of takiing ing held is placed on the market tend to some business matters. thing unless they know it is all will probably be unloaded and Ernest Geise, of Council Bluffs, particular with the printed mes- your farm, list it with me. Blank books of all kinds at the back in active service, ready to be Iowa, who has been here for a few sage that appears over your own

New Daughter at Franks' Home.

Monte C. Franks and wife are rejoiding over the advent of a bouncing baby girl that made her appearance at their home in the south part of the city on Sunday SWALL TOWNS morning. The little one is get-ting along nicely, as is the mother, while the father is quite proud of the new addition to the family circle and is willing to wager that Suggestions Worthy of Approval the new girl is the finest that has made her appearance here for some time. The little one is the first child in the family and in consequence is the object of the greatest of admiration.

EQUIPPED MEAT MARKETS

Thomas & Co., in this city, can now boast of being one of the best equipped establishmeths of its home were very tastefully decorkind in any of the small towns of ated with flowers of the summer the state, as they have just in- season, interspersed with green stalled an electric operated cash foliage that added greatly to the register that will take care of the charming appearance of the large business of the company in home. In the dining room the first-class shape. The register is color scheme of green was carcomplete in every detail and one ried out by streamers of green, of the finest that is turned out by while from the chandelier a large the National Cash Register Co., basket from which streamers of and there is everything on the ribbons were draped, served as register that will allow of keeping one of the features of the decoratrack of every detail of the busi- tion that greatly aroused the

that weigh the meat sold in the bons and see what would be the shop, and which have been found result. Attached to the ribbons most acceptable to the proprietors were very handsome kodak picof the place and the customers as tures of the bride and groom-towell. Mr. Thomas has done his be, with the long-looked for date, utmost to give the best of satis- September 2, 1914, beneath, faction to the customers of his The married ladies in the party feeling that the best is none too number of pieces of advice to the trade with him. This policy, amusing notes presented to Miss which is followed out by a large Tuey. The unmarried ladies were majority of the business men of forced to content themselves with the city, has made the reputation writing a description of their ideal houses one that is enviable,

WITH A LERY PAINFUL

met with quite a painful accident | Misses Bertha Jackson and Ferris at his home near this city, when York and Mrs. E. H. Wescott each he was so unfortunate as to run a favored the company with a vocal large rusty nail into his foot to number that was among the most the depth of several inches. Mr. pleasant features of the entire Vallery was engaged in making a program, Misses Kittle and Emma few repairs to his windmill, and Cummins both gave a number of was getting down from the tower very difficult piano numbers that when he jumped a short distance were also greatly enjoyed by the to the ground, alighting on a jolly crowd of ladies, numbering board from which a large nail was some sixty, who were present. protruding and this ran into his At the close of the evening the foot, inflicting an injury that was company was served in a most dequite painful. He came in yester- lightful manner by Mrs. E. J. day to have the injured member Tuey, Miss Alice Tuey and little dressed and treated by a surgeon, Miss Dorris McDaniel of Council and it is thought that he will be Bluffs with some very delicious all right in a few days, but for the refreshments that were greatly time being will be compelled to be appreciated. careful in using the injured member very much. This injury will showering the bride-to-be with prove very wearisome to Mr. Val- their best wishes for her future you must get your spirit into the lery, as he is quite an active man happiness. ad, your personality there, to and the enforced rest will not be

Suffering From Rheumatism.

From Tuesday's Daily. Dr. Frank L. Cummins, the to three years in the state prison lentist, has been suffering great- for sending "black hand" letters y for the past few days with to people near Weeping Water cheumatism, and it is with the some months ago, has gained 30 greatest of difficulty that he gets pounds since being received at the around, but was on the job this prison. When a friend visited morning, although the trip down him yesterday the boy said: "I from his home was a most painful have a mighty good job here now,

Mrs. Emma Pease was among kneading dough is sure fine exergested by the message and the the visitors in the metropolis to- cise. I attended the night school day, going to that city on the aft- classes all last winter and got

I have buyers for good Cass to get a chance to make a good the cars which are now in transi! He was accompanied by his son, right in every way; be just as county farms. If you want to sell record outside, too .- State Jour-T. H. Pollock, Plattsmouth. Tel. Office 215.

ANNOUNCE MAR-RIAGE OF DAUGH-TER, MISS ZELMA

Mrs. Tuey Entertains in Honor of Her Daughter, at Which Announcement Is Made.

From Wednesday's Daily. One of the most delightfulentertainments of the summer social season occurred last evening at the home of Mr. and Mrs. J. E. Tuey on West Locust street, when Mrs. Tuey entertained in honor of IN THE STATE her eldest daughter, Miss Zelma, he announcement of whose approaching marriage to Mr. James The meat market of George Roy Jennings of Des Moines, Iowa, was made at this time.

The rooms of the spacious Tuey curiosity of the guests until a The market has had for some suitable hour, when they were inime electrically operated scales vited to each take one of the rib-

shop and will continue this policy, were requested to write out a good to be offered to those who bride-to-be, and there were many of the Plattsmouth business husbands, which were read, and served to provide a great deal of amusement,

A very delightful program had been arranged for the early part of the evening, consisting of a number of offerings from the talented ladies of the city. Misses ACCIDENT SUNDAY Bernese Newell and Marie Robertson each gave a reading, which was thoroughly enjoyed, and being original was very much en-Sunday evening C. H. Vallery joyed by the entire company.

The company left at a late hour

Getting Along Well.

George Clifton, the boy who was sentenced to serve from one better than I could get outside, I guess. I'm in the bakery and along fine. I would be glad to stay here except that I would like

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