

The Plattsmouth Journal

Published Semi-Weekly at Plattsmouth, Nebr.
Entered at the Postoffice at Plattsmouth, Nebraska, as second-class mail matter.

R. A. BATES, Publisher

Subscription Price: \$1.50 Per Year in Advance

THOUGHT FOR TODAY.

Trumpeter, sound for the splendor of God!

Sound for the heights that our fathers trod,

When truth was truth, and love was love

With a hell beneath, but a heaven above.

Trumpeter, rally us, rally us, rally us,

On to the City of God.

—Alfred Noyes.

Politeness is inexpensive and of priceless value.

Again we caution you—do your Christmas shopping early.

The day after a holiday a lot of men feel like Lydia Pinkham.

To be a success, a man must always travel close to the trouble line.

The weather man is trying pretty hard to give us a White Christmas.

Unless you can take the medicine yourself, don't dish it out to your friends.

A successful merchant advertises to get business, and then he keeps on advertising to keep it.

The winter wheat crop will appreciate a good snow if it can be induced to remain for several weeks.

Some men are so anxious to run for mayor next spring that they already have their friends out on the firing line.

Few besides those who did service on football teams last month are in fit training to join the late 'Christmas shoppers' jam. Note the moral.

Call a woman a kitten and pet her face and she will snuggle right up to you and purr. Call the same woman an old cat and you'll be buying artificial eyes.

Modern methods in business is what counts. Today's Romeo can get the attention of his lady love quicker by sounding his horn on his auto than he can with his guitar.

Give and forgive ought to be added to the Golden Rule. And it might be a good thing to add to the Ten Commandments and the by-laws of some of the church societies.

The time has arrived for a farmers' telephone company in Cass county, and by the time the robins nest again great strides will have been made in that direction. The farmers will stand so much and no more.

The hotels at Lincoln are preparing to entertain the members of the legislature, especially those who can stand the price. As most of the members are farmers, it is very certain they will seek the quietude of some private home.

The state administration on the first of January will be entirely democratic. There will be quite a little patronage to be handed out, and it should go to the deserving—men who have been incessant in their support of the cause of democracy. The republicans have always taken care of their party friends in such instances, and so should the democrats. There will be numerous positions to be "dished out" this winter, and they should go to the worthy—those who have assisted them to their places of trust.

THE CHRISTMAS SHOPPER.

Did you ever hear about the woman who did her Christmas shopping early, and thus avoided the rush that always attends the final dash and struggle for Christmas trinkets? She was a remarkable character, and like old Santa Claus, there was only one of her. And like old Santa Claus, she was born of the imagination, and her blessed memory is preserved only in the pages of fiction and in the dreams of the tired clerks who are clawed and torn to tatters by the last-hour shoppers. But whether she lived or whether she didn't, the sweet story of her unselfish life and of her tender consideration for tired backs and tired hands and feet, will always make her a favorite character among the men and women and girls who work behind the counter. Christmas shopping has gotten to be a dread, a nightmare and a tragedy to those who stand upon the firing line and bear the brunt of battle. The clerks in stores that handle Christmas goods look forward to the closing days of the holiday season with much the same dreadful apprehension as does the boy who has a woodshed engagement with his dad after school. There seems to be no way of avoiding the Christmas rush, and no way of bridging over it or of tunneling under it. It is right out there in front of us again, and unless old Father Time stops the clock we shall soon plunge into it in all its fury. Consequences are of no consequence on this eventful occasion, and while everybody dreads the terrors of the final struggle, yet nobody would miss being in the midst of it all, and nobody would be willing to go home to their friends without a few rents and bruises as souvenirs of the desperate encounter. Christmas shopping without the charge and countercharge, the hand-to-hand battle, and the squeeze and jostle of excited and determined shoppers, would be as tasteless as julep without the mint, and as tame as an election without a calamity howler on the corner. Merchants are now imploring the dear people to do their Christmas shopping early, but they don't expect them to do it. They never did, and their habits are too deeply rooted to be changed now. They take their own sweet time for everything they do, and the things that they ought to do today they put off until the day before Christmas. Putting things off until tomorrow or until some other day is so easy that everybody is doing it. One-half of the world keeps the other half waiting, without any reason or excuse. Most people are overtaken by death before they get fairly started, doing what they have been planning for a lifetime. They spend and waste time as if they had a whole eternity to draw from, and as if a day of reckoning would never come. When at last they see old age and death coming down the road to meet them, they give a good imitation of the Christmas shopper who waits until just before closing time to buy a tin whistle. There are so many things to do and so little time in which to do them, that they leave everything undone. This habit of putting things off until some more convenient time has become the rule of life with a great majority of people. Late Christmas shopping is a mild form of disease, but it is as annoying as hives in harvest time, and as unnecessary as the occasional hair on a bald head. Of course, if you want to be in at the finish, put it off. You'll have plenty of company.

Turkey has given assurance of fair treatment of American institutions.

Only ten more shopping days till Christmas. Do you shopping now.

Only thirteen more days in which to do your Christmas shopping.

Buy your Christmas presents at home and keep your money here.

Every American citizen would prefer a war tax instead of a genuine war. Europe has both.

Richard Croker has married a woman fifty years his junior. Richard, you will recall, is an ex-boss.

A loafer thinks up a lot of things to benefit the people, none of which are as important as going to work.

It might have been foreseen that the tight skirt would be abolished as soon as everybody had become reconciled to it.

Perhaps the troops were sent to Vera Cruz merely to demonstrate to the Mexicans how a town ought to be run. Well, they succeeded.

Villa's choice of provisional president is sneeringly called a cattle butcher. That is the mildest type of butcher prominent in Mexican affairs.

Now Rumania has decided to get into the fight. While each country has its own songs, the international ditty should be: "Everybody's Doing It."

Now the army worm is being accused of responsibility for the foot and mouth disease. It is about time for the army worm to turn on its violifiers.

Christmas users of the parcels post need not expect packages sent two or three days before Christmas to arrive at their destination before the dawn of the New Year.

Coercion in the government of state, county or city can never accomplish much. The public does not believe in such tactics. Only selfish people will resort to such.

"Anxious Inquirer Contemplating Matrimony" is informed that congress has not yet voted to require a revenue stamp to be placed on wedding invitations and announcements.

"Strike while the iron is hot." This is an important saying because we know the iron sometimes never heats twice in the same spot. This is especially true of business propositions.

Young people who marry should see that the minister or whoever performs the ceremony must put a 10-cent stamp on the marriage certificate. If Uncle Sam will show the young people how to live cheaper after they are married, he will confer a great favor.

To find employment for the unemployed, as remarked by an eastern mayor, is "not an act of charity but a problem of business." It is no doubt true that many of the unemployed do not want work and would really prefer to live off charity. But there are those who really seek employment and who consider it a humiliation to seek aid. They want to support themselves and they should be given a chance. If they can give an equivalent in some useful service there is a double benefit in providing the opportunity.

The fact that our physical needs are closely related to our mental abilities is becoming more and more recognized every day. Dr. Harvey Wiley of Washington talked before the American Public Health association and said that bad teeth were one of the most serious health problems of the day. If the food is not thoroughly chewed it goes into the stomach and is only half digested, and thereby clogs up the nervous system so that it is handicapped beyond all hope of recovery in a very short time. Poor eyes mean a bad education, and poor teeth mean bad health. It is a question of civic interest to attend to our school children's physical condition.

NEBRASKA PATRONAGE.

The insistence of Mr. Bryan on the recognition of his friends in all his appointments is unusual. It is cited that when Nebraska had a cabinet member in the person of J. Sterling Morton he never indorsed candidates. He took the position that Nebraska was not at his disposal and the state had no democratic senator then, as now, either. He told President Cleveland that he would, when called upon by him, give his opinion concerning the fitness of candidates, and nothing more. But Mr. Bryan insists on naming the candidates. The process has created long delay, but the indications are he will do it.

Under the constitution the senate is charged with the duty of selecting appointive federal officials. Therefore, legally and by custom, the senator politically in harmony with an administration, has coextensive power. Thus Senator Hitchcock should dominate the pie counter in Nebraska, even to the exclusion of Mr. Bryan, though the latter be at the head of the cabinet. Mr. Bryan's exceptional attitude causes the deadlock. The patronage of the state department does not suffice for him. He believes that the success of his policies in Nebraska depends upon patronage, and it is for this reason he stands between Senator Hitchcock and the distribution of offices.—Fremont Tribune.

Those who are able should see that the poor children of the city are remembered on Christmas. There are a number who need this attention, and a Christmas spirit should predominate to the extent of a remembrance of the Christmas season. It would prove a noble act and make a few poor children happy, who otherwise would be neglected.

The republicans have been in the habit of electing to the office of attorney general men who had no special qualification for the position. But the democrats have changed the program by electing one of the most brilliant young attorneys in the state in the person of Willis E. Reed, who will add luster to this important position.

It don't look well for a republican paper to sneer at the war revenue tax when it knows the McKinley administration had to resort to the same proposition. But they say we had war: then and none now. So much is true, but there is a general war in Europe, which has practically stopped all imports from Europe, and where there are no revenues except internal. It takes money to run the government, and we all know this. If it is not coming in the form of duties on imports, we know, or should know, that it has to come some other way.

We have great faith in the democrats who will occupy the principal state offices next month, and believe that every one of them will prove equal to the emergency. It is the first time in the history of Nebraska that so many democratic state officials have been elected at one time. A duty devolves upon these officials, and it is up to each and every one of them to pursue a course that will add distinction to each one and be creditable to the democratic party of the state. No one loves democratic success more than the Journal, and that is the principal reason why we want the boys to make good in every respect.

Germany drafts every able-bodied man; Great Britain drafts none, or has not up to this time. And until she does it is safe to assume that the critical stage in the war, for the entente, has not been reached. Also, we should say, until Japan's admittedly excellent army of a half million men is put to further use than occupying resources is far from in sight. Four months this war has been raging, and for three months neither side has had a notable advantage, which makes it seem to a great degree a war of resources; a test of endurance in which decisive victory, if it comes at all, will be slow in arriving.

The brilliant editor of the Nebraska City News does not seem to like the Journal's comments on an editorial that appeared in the Lincoln Star a few days since in relation to Mr. Bryan's activity in securing appointment, and demanding the proof. The News says we had "proof in our desk," at least "we got it just exactly where the turkey got it last Thanksgiving." There is one thing certain, Hubner will never have an opportunity to "get it" at any time, as he was never known to stand long enough "in one place." He is like all hypocrites—he wants to be on all sides of the question. And as to prohibition, he should be the last man to even mention prohibition in the News columns, or else practice what he preaches. The Journal editor believes in expressing his opinions freely, and the editor who will not exercise this right is a coward, and not capable of expressing an opinion. He should at least possess sufficient common sense to attend to his own business, and give other people the same right.

RURAL HIGH SCHOOLS.

The farmers are right in demanding rural high schools where their children can be educated without sending them away to the city. The boys and girls who go to the city for four years get weaned away from the farms, and many of them never return to the country life. They are also right in saying that much of the congestion in the cities is owing to this mode of education. But when all that is conceded and the further contention, that the state should provide the same education for the children of the farms as those of the cities and towns, the question arises, how can the reform be brought about? The difficulties are certainly great. The children are scattered over a great scope of country and some means of transportation must be provided. The automobile bus has been suggested, but that requires the improvement of the roads.

It is claimed that the farmers are put to great expense in sending their children away from home and they must pay board and transportation, while the children of the city can be boarded at home and also be under the constant supervision of their parents. Might it not be possible, if the farmers would organize, that rural high schools could be maintained at no greater expense than what it now costs to send them away, and have the additional advantage of home supervision? If that could be done the boys and girls would not be educated away from the farm. The matter has been up for discussion before every farmers' congress for the last several years and nothing has resulted. Is it not time that talking ceased and some action were taken?—World-Herald.

meeting for a state-wide Belgian re-fans are looking for a "white hope" for 1916.

The New York stock exchange has resumed business with a display of enthusiasm and higher prices.

The people of Nebraska will never accept the manner in which some people desire to shorten the ballot.

The idea of giving the governor the power to select all state officials is preposterous. He has troubles enough as it is.

That's right—go to Omaha to purchase your Christmas presents, and then come back home and ask the Plattsmouth merchants to give you credit for what else you are compelled to have—the necessities of life. And you'll expect them to accommodate you, of course.

The speaker of the incoming house of representatives should be a man who at least possesses a good moral character and one who is not a professional grafter, and one whose honesty in many other ways will bear the strictest investigation. The members want to be careful, or they will get one of that brand.

Children Cry for Fletcher's



The Kind You Have Always Bought, and which has been in use for over 30 years, has borne the signature of and has been made under his personal supervision since its infancy. Allow no one to deceive you in this. All Counterfeits, Imitations and "Just-as-good" are but experiments that trifle with and endanger the health of Infants and Children—Experience against Experiment.

What is CASTORIA

Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrups. It is pleasant. It contains neither Opium, Morphine nor other Narcotic substance. Its base is its guarantee. It destroys Worms and allays Fevers. For more than thirty years it has been in constant use for the relief of Constipation, Flatulency, Wind Colic, all Teething Troubles and Diarrhea. It regulates the Stomach and Bowels, assimilates the Food, giving healthy and natural sleep. The Children's Panacea—The Mother's Friend.

GENUINE CASTORIA ALWAYS

Bears the Signature of

The Kind You Have Always Bought

In Use For Over 30 Years

THE BENTLEY COMPANY, NEW YORK CITY.

The mail order buyer who habitually pores over the mail order catalogues inevitably acquires the habit of considering price rather than quality, and every purchase he makes is a speculation. He seldom or never at the time needs the things he buys. On the contrary, he buys them in anticipation of needs that may arise; and he does so under the delusion that he will be unable to buy them cheaply again. Advantage is taken of this bargain-hunting, gambling instinct by including with needed or staple items at low prices other items that are not so generally bought and that pay the seller bigger profits. Thus the 50 cents the mail order buyer "saves" on a sugar purchase, say, he loses many times over on the coffee, tea and other items included in the "bargain" offer. The net results of this kind of buying are extravagance and loss. The buyer, in his eagerness to save a few cents on his sugar purchase, is blinded to the larger losses on other items. In other words, he "strains at the gnat" of price and "swallows the camel" of quality.

It is so much easier to tell what ought to be done than it is to get busy and do it.

1915 Calendar Pads at the Journal office.

William Haffke was among the business visitors in Omaha today for a few hours, going to that city on the afternoon Burlington train.

Holidays—the happiest season of the year—is almost here. Are you prepared for it?

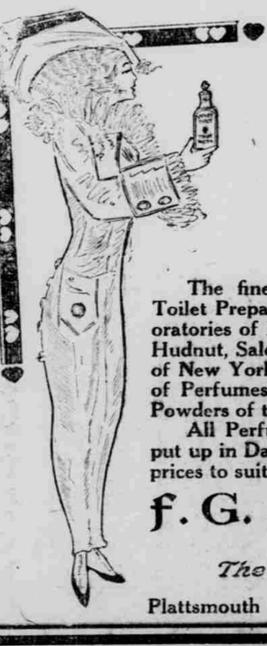
The late republican candidate for governor, R. B. Howell, called on Governor Morehead at his office the other day. The first time they had met since the election.

Governor Morehead has called the meeting for a state-wide Belgium relief organization on December 27, more than a week earlier than the time suggested. He has written a letter to the mayors of 400 cities and towns in Nebraska, to this fact.

University regents will ask for over two millions for the next two years. And the democratic party pledged to an economical administration. No matter what they ask, give them merely what is necessary.

R. L. Metcalfe declares that the democrats of Nebraska have done too much for W. J. Bryan and Senator Hitchcock to deserve this "watchful waiting" for federal appointments. And Met has certainly said something that sounds like the truth.

With the beginning of the New Year there should be some attention paid to the several boys who loaf the streets and have nothing to do but smoke cigarettes. If their parents cannot make them go to school, the authorities should proceed to do something.



Perfumes and Toilet Articles for Xmas!

Nothing makes daintier appeal to either man or woman, always in good taste, always useful. They continue to give pleasure long after many other gifts are discarded.

The finest American Perfumes and Toilet Preparations are made in the Laboratories of Harmony of Boston, Richard Hudnut, Salon Palmer and Colgate & Co. of New York. We carry a complete line of Perfumes, Toilet Waters and Satchet Powders of the above manufacture.

All Perfumes and Toilet Waters are put up in Dainty Xmas Style Packages at prices to suit any pocketbook. Shop early.

f. G. Fricke & Co.,

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