

The Plattsmouth Journal

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R. A. BATES, Publisher

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EVERY WRITER AN OWNER.

Mr. Bryan has been lecturing again, this time to the National Press club. He asserted that every newspaper writer should own the paper he writes for, and he announced the sage conclusion that the press will not be what it ought to until this consummation is reached. Mr. Bryan continues soberly to make statements like the foregoing and still he wonders why he is laughed at so much. He has a grudge against the "big papers" and he told his auditors that when he retires from office it will take him ten years to "even up" with them. For many years he has harbored the delusion that the policies of newspapers which do not agree with his political and economic notions are controlled by sinister interests. The act to require all periodicals to publish semi-annual statements as to stockholders, bondholders and mortgages was a result of this suspicion. But, so far as known, no political capital was ever made of the revelations, although in a few cases it was discovered that newspapers friendly to Mr. Bryan were partly owned by interests that might be called sinister.

But consider that glad day when every newspaper writer will own his own paper. It will not be a newspaper. There are limitations on even a newspaper writer. He cannot be at all places at the same time. And if he could there would be a physical limit to his writing capacity. A newspaper written by one man would necessarily suffer either in size or in the frequency of its appearance. The smallest country weekly usually has at least one reporter who does not own the paper. Mr. Bryan's own publication, which is not a newspaper, but a journal of comment, and which would have no circulation but for his personal prominence, due to his repeated nomination for president, contains much matter not written by Mr. Bryan. Some impartial judges used to contend that when Mr. Metcalf was the salaried writer in immediate charge his articles often surpassed those signed by the more famous owner. Owing to the cost of equipment necessary to issue even a publication like the Commoner, Mr. Bryan made a contract with a large publishing house to get it out. He knows, consequently from experience, how much of an investment is required to publish a newspaper of any pretensions to size and circulation. Hence he realized that his remarks to the National Press club were utterly nonsensical.

His purpose is obvious. He wishes to foster the suspicion that newspaper writers are not expressing their own sentiments. Further than that, he wished to insinuate that there are sinister influences in control. There have been some newspapers of that kind, but the graveyard is the home of practically all of them. The life of a newspaper is its circulation and its circulation depends upon how well it performs its duty toward the public. This is an elementary rule in newspaper making, but it is not surprising that Mr. Bryan should ignore it. It is this habit of his which is responsible for much of the newspaper criticism which has embittered him. He does not dream what joy newspaper writers derive from saying things about him. And if each owned his paper, he would enjoy it just as much.—St. Louis Globe-Democrat.

By a vote of 29 to 8 the state senate recommended for passage a bill for the compulsory consolidation of Omaha, South Omaha and suburban towns. Such forcible measures is an outrage upon the residents of these towns, and we hope to see the house defeat this outrage.

The real thing back of England's quarrel with this country is the fact that Uncle Sam has refused to join the allies in their fight against Germany. Sifted down to a nicety it amounts to nothing else.

Great Britain has inquired of the state department at Washington why the delay in celebrating the completion of the Panama canal, since the date has been changed from March to July. Will it occur to the state department to ask John Bull whose business that is, anyway? We believe that canal is our canal. Still, if it is mere ignorance, John is entitled to a civil answer.

There are two main elements of the cost in the goods you buy at the retail store: 1. The price paid the dealer who sold them to the retailer. 2. The local cost of sales force, and overhead charges, including rent, taxes, bookkeeping, etc. The first of these charges can be reduced only as exceptional skill in buying is shown by the retail dealer. But the second of these elements of expense for sales cost and overhead charges can be greatly lessened by advertising, which interests a great many people, draws customers to the store, and increases sales. If the sales are doubled, the expense of clerks, rent, taxes, bookkeeping may be increased little if any. Consequently the merchant can afford to sell his goods for much less, since he has cut these charges in two. That is why it is cheaper to buy from merchants who advertise.

Much emphasis has been laid on the likelihood of the government losing millions of dollars by going into the shipping business, a course on which the president appears to be determined. The bill, as reported by a majority of the committee, provides for the government going into partnership with private individuals, but the arguments are of a character to make private individuals reluctant to participate. One of the chief promises is that the government will be able to reduce the unusually high ocean freight rates now prevailing. Private individuals have shown little alacrity about investing in ships, even with the hope of the high rates. Assuredly few will be eager to invest where the principal purpose is to reduce the rates. The government will have to try the venture alone if it tries it at all. It will be compelled to observe its own marine laws, which ship owners blame for their inability to operate American vessels in competition with those flying foreign flags in normal times. It is certain that the government experiment, if undertaken, will be at the expense of the taxpayer, not only for the initial investment but for operation.

YES, LET THE PEOPLE RULE.

Negotiations are said to be pending between leaders of the "wet" and "dry" factions in the legislature to asphyxiate all bills of a "wet" or "dry" nature, for the reason that in the fall of 1916 the people will vote on the measure as a state-wide issue and it will then be known whether the state wishes to take a drastic and far-reaching step in the matter or, under the present law, leave the question to be one for each locality to decide for itself. There is wisdom in the suggestion. A law limiting the number of saloons to one for every 600, 700 or even 1,000 inhabitants would, there is reason to believe, have such a good regulating tendency as to modify the demand for prohibition by curing some of the evils of the retail business; but state legislation along this line is hardly necessary, every city itself having the power to enact such a regulation if it sees fit. Similarly the agitation recently inaugurated by the Omaha Nebraskan, the State Journal and other papers, namely that political parties, in their platforms, leave the question entirely untouched, is also good judgment. In only another year every voter can vote on the question without at the same time passing on any other question. Let the people rule.—Grand Island Independent.

Most talking is done by people who have nothing to say.

The president's veto of the immigration bill was endorsed by the house.

Fair weather prophets are exposed to many a storm along with the balance of us.

That this is a luxurious and extravagant age was indicated in a meat market the other day.

The hen that lays the golden egg is sure a winner in this country. Just at this time, however, every egg is golden, if fresh.

More men would volunteer to help their wives with the dishes but for the danger of having their services accepted.

There is every reason why we ought to trade at home and very small inducements for us to trade elsewhere.

Why should a town muzzle the dogs and permit the gossips, scandal mongers, duds, mashers and knockers to run at large?

It is claimed that the population of the United States passed the 100,000,000 mark January 27, in spite of the Wisconsin eugenic law.

The well known theory that you are lucky when you win does not necessarily apply to the grand old game of courtship and marriage.

The home merchant helps us pay the taxes to run the schools, and for this and other reasons is entitled to first consideration in the matter of trade.

A Plattsmouth woman remarks: "The real 'bonds of matrimony' are baby ribbons." Well, she ought to be a good judge, as she has had somewhere near a dozen.

In Mexico the merchant, professional man, business man or circus proprietor is compelled to make good on his advertisements, but the Mexican president or general is not expected to live up to any advance notices.

A young lady in one of our neighboring county seats, who declared in her commencement address last spring that she had unalterably determined "to dedicate her life to the cause of right, righteousness and religion," has abandoned her scheme and married a lawyer.

The Oklahoma corporation commission professes to have amassed proof that the railways have made more money under the 2-cent fare than under the 3-cent fare. Somebody should take steps to have guardians appointed for the railways if they are fighting their own interests that way.

England has the idea that food from the outside for civilians means food for the army and navy? There hangs a difference as between the United States and England. Germany has agreed to allow food shipments to go into territory not her own. Great Britain had better pull in her embargo, because the memory of past history will show her that Uncle Sam does not stand for any foolishness.

The meetings held by George Ellingwood Joy this week have proven successful from start to finish, and the Methodist church has been crowded nightly to its capacity with eager listeners. Mr. Joy is a very pleasant gentleman, a fine talker, and it is hoped his interesting addresses will bring forth good fruits—especially in the direction they were intended—the parents and youth of our city. We have not the least hesitancy in recommending Mr. Joy to the people of other cities he visits, as a gentleman of great ability, and one who possesses the faculty of drawing the youth and parents to him in support of the laudable movement in which he is engaged.

INCREASE IN CATTLE.

The department of agriculture announces that despite all rumors, all classes of live stock are increasing. Therefore the reports that prices for meat and shoes would rise is quite without foundation. On January 1, for example, the number of beef cattle showed an increase of 3.4 per cent over the number a year ago, and an actual increase of 1,212,000 head. Hitherto the number of beef cattle in the United States has declined steadily since 1910. There are also more milch cows in the country than last year, the increase being 2.5 per cent, or in numbers 525,000. Swine, however, showed the greatest increase of all classes—9.6 per cent. On January 1, 1914, there were only 58,933,000 swine in the country. On January 1, 1915, 64,618,000. This is accounted for by the fact that the production of swine can be increased more rapidly than that of other classes of live stock and consequently an enlarged demand can be met more readily. France was said to have taken from America nearly 300,000 horses in the last three months. The real facts are that on the farms of the United States on January 1, 1915, there were more horses than there had been the year before, the increase being 233,000. The total exports of horses since the war began have been less than 100,000 and probably not over 75,000. The market value of horses has declined till the average is about \$6.00 a head less than a year ago. Mules have gone down even more. The depression of the cotton situation in the south is the probable reason for this. Since we have imported between two-fifths to one-half of the leather used in this country, the national supply is more affected. The larger part of the importation comes from Argentine, Canada, Mexico and Russia and France, in the order named. The first two are still contributing powers, and the loss in shipments can be easily made up by our own possessions. It is believed, however, that the United States is now in a better condition to face such a situation than for years past. The tide, it seems, has turned. Instead of live stock steadily decreasing year after year, this year for the first time, as has been said, all classes show an appreciable increase. Including horses, mules, milch cows, beef cattle, sheep and swine, there were on January 1, 1915, 7,712,000 more farm animals in the United States than on January 1, 1914. The increase in the total value was \$78,924,000, or 1.3 per cent. It is quite true that this increase in population, which is approximately 2 per cent, but the fact that there is an increase, that the tide seems definitely to have turned, is regarded as a sufficient answer to alarming exaggerations and misleading figures.

When you are looking for the very best articles in the line of fancy box stationery, call at the Journal office, where you will find an excellent variety to select from.

30,000 VOICES

And Many Are the Voices of Plattsmouth People.

Thirty thousand voices—What a grand chorus! And that's the number of American men and women who are publicly praising Doan's Kidney Pills for relief from backache, kidney and bladder ills. They say it to friends. They tell it in the home papers. Plattsmouth people are in this chorus.

Here's a Plattsmouth case: Benjamin Brooks, Main St., Plattsmouth, says: "I had a severe attack of kidney complaint brought on by a bad cold. At times the pain extended from my back and hips into my shoulders. I couldn't get about and was laid up for two weeks. My head ached for hours at a time. I had dizzy spells, during which my sight blurred. After using two boxes of Doan's Kidney Pills, procured at Gefing & Co.'s Drug Store, I regained my health."

Price 50c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mr. Brooks had. Foster-Milburn Co., Props., Buffalo, N. Y.



Children Cry for Fletcher's CASTORIA

The Kind You Have Always Bought, and which has been in use for over 30 years, has both the signature of *Chas. H. Fletcher* 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 age is its guarantee. It destroys Worms and allays Febrishness. For more than thirty years it has been in constant use for the relief of Constipation, Flatulency, Wind Colic, all Teething Troubles and Diarrhoea. 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 *Chas. H. Fletcher*
The Kind You Have Always Bought
In Use For Over 30 Years
THE CENTAUR COMPANY, NEW YORK CITY.

PUBLIC SALE.

I wish to announce that on Monday, February 22, I expect to make an auction sale of Farm Implements, consisting of buggies, wagons, engines, cream separators, and, in fact, nearly every implement used on the farm.

This will not be a sale of a lot of odds and ends, but will be a sale of standard goods; each article put up will be sold, and will carry the factory's, as well as my own, guarantee, same as if sold at private sale.

This will be your opportunity to buy what you may be in need of in this line right at the opening of the farming season. Usual terms will be given. See the Journal for further notice.

W. T. Richardson.
P. S.—Parties having anything to sell bring it in and we will have a "Sales Day."

We have just received our Valentines and Washington Birthday Novelties, consisting of the crepe paper folds, napkins, seals, cupids, little red hearts, hatchets and the like. Come in and see them at the Journal office.

Office supplies at the Journal office.

WM. DUNN, AUCTIONEER
-Weeping Water, Neb.-

will take charge of your public sale business. Farm sales a specialty. Owners' interests are always guarded with the best ability, and satisfaction guaranteed. For open dates telephone at my expense to Weeping Water.
WM. DUNN.

California Expositions SEASON 1915

Commencing March 1st, a \$50 round trip rate will be made to San Francisco, Los Angeles or San Diego, over direct routes, with \$17.50 additional one way via Portland or Seattle. Approximately these rates from Central and Eastern Nebraska and Kansas.

The Pacific Coast tour is the World's greatest rail journey. These expositions will bring before you the romance, and the modern civilization of California. When you go, make the tour more complete by including the ocean voyage between San Francisco and Portland in the new Steamers, "Great Northern" or "Northern Pacific,"—palaces of the Pacific, with the speed of express trains and the proportions of ocean steamers; the \$17.50 additional includes berths and meals on these steamers. Our publications will tell you about this grand tour, our through service, the ocean coast voyage, etc., or write either of us.

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