

The Plattsmouth Journal

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THOUGHT FOR TODAY.

We rise by the things that are under our feet.
By what we have mastered of good or gain,
By the pride desposed and the passion slain,
And the vanquished ills that we hourly meet.
—Richard Watson Gilder.

The Barnes-Roosevelt suit is getting hot.

Good crop prospects sends wheat prices lower.

Following a recent election in Japan 1,500 arrests were made for bribery. Those Japs sure are becoming civilized.

A balmy day.

Those flannels off;
An easy way
To start a cough.

It is not easy to show proper regard when you read that another thousand or two Mexicans have been killed off in battle.

In a speech at Indianapolis, Secretary Redfield said that "this was no time for calamity howlers!" Well, he is right about it.

The American people keenly deplore the horrors of war and incidentally buy the rapidly rising stocks of the ammunition companies.

It is time to quit trying to determine who started the war in Europe and devote some energy to finding someone who can end it.

Plattsmouth motorists complain of the dust they get from their cars on their Sunday trips, but they can always get even by depositing some of their own dust on the houses along the road.

The liberty bell is not to go through Plattsmouth, but it is feared that the exposition people will not be able to have Bunker Hill monument transported so we can view it along with the liberty bell.

The country would be able to get along even if the wheat crop should fall 100,000,000 bushels short. But it would go hard if the yearly supply of 20,000,000 base balls should not be delivered on time.

Billy Sunday intimates that he might go to England if King George pleads for his coming. And, if the king feels that way about it, he might get considerable help in his pleadings from this country.

President Wilson seems to retain his popularity with the masses, notwithstanding the drawbacks in his cabinet. They do not seem to be in love with this or that member, but they all have a good word for Woodrow Wilson, and believe in his good work, and that he is capable and honest.

Farmers and townspeople all over the land are rapidly adopting the new policy of using writing paper and envelopes with their names and addresses neatly printed thereon. It surely has many advantages. It prevents the numerous errors in spelling of names, insures correctness of address, and guarantees the prompt return of your letter in the event of non-delivery. It is a good thing and has come to stay—and grow.

URGING BETTER NEWSPAPERS.

What interest have the retail merchants in better newspapers? Almost as much as the newspaper men themselves.

The newspaper men of Nebraska were in convention in Omaha recently. One of the first things urged on them was the necessity of improving their papers, not only mechanically, but in editorial interest.

A good newspaper is a retailer's best helper in winning trade. There is no question about that.

There are some newspapers so poor that no merchant could use them to good advantage. There are some merchants so poor in ideas and methods, so ignorant of the right use of advertising, that they could not use the best newspaper possible in their community to any real advantage. But when a good newspaper happens in a town where there is one or more good merchants who know the right use of publicity, then we have a combination that builds success for the newspaper, the merchant business and also helps every other legitimate interest of the town.

Retailers are decidedly interested in having better newspapers. We can take up the improvement of the papers now, because that is a topic started by President Brainerd of the Press Association.

The editors were urged not only to give the people of their communities what they want to read, such matters will help the people and help the town, but they were urged to turn out papers better printed, with a better make-up and more attractive appearance in every way.

To accomplish such improvement many of the papers need a better support. You say, if they were better they would get a better support from the merchants, and probably that is true, but while the burden of the initiative lies with the owner of the paper, nevertheless the merchants have some immediate responsibilities.

Trade Exhibit does not urge merchants to advertise in their home papers just to help the papers. That is on a par with the urging of home patronage just because you have a business in the home town. You should advertise in your home papers because it is good business, and not unless it is good business.

There are some papers in Nebraska, many of them, that do not get the advertising from their local business houses that they deserve, and in that, both the papers and the merchants are losers. There are in other towns merchants who would like to use their home papers more if they felt they could get their money's worth.

Newspapers and retailers have interests so much in common that it seems they should consider each other's welfare more than they do. It is just as discouraging for a newspaper man who knows he is getting out a good paper and who knows he has a good advertising medium to fail to get the business from his local merchants as it is for a merchant who wants to advertise, who knows the value of local newspaper advertising, but has no real medium to use.

There are published in Nebraska many store papers, and in some instances (not all) they are used by merchants because they feel they cannot get the service they require from the regular newspapers. There are other reasons for having a store paper, but that is the first and the most common. There are many live advertisers in Nebraska who would not think of using a store paper because they know they can get better and cheaper service from their local newspapers.

When newspapers are real newspapers in every sense of the word, when they really represent their com-

munities and when they hold the confidence of their readers, they offer the best and the cheapest advertising medium possible. There are many cases, we admit, where merchants have yet to be convinced of that fact, but there are also many cases where it is up to the newspapers to improve first.

Here's hoping for the time when all Nebraska newspapers deserve more patronage and get it.—Omaha Trade Exhibit.

Plattsmouth's building boom is on again.

Remember Mothers' Day—Sunday, May 7.

When a person refers to war as hell, the devil gets right upon his hind legs and objects to the comparison.

There are a good many fine theories about how to kill dandelions, but practice that kills them is what counts.

The tidy-up mania hasn't taken serious hold on the business section of the city yet. About time for progress to be reported.

The Chicago preacher who sent ten new commandments to Jess Willard, may have overlooked the fact that the champion is married, and probably obeys a good many more than ten.

The local merchants must get in closer touch with the farmers if they would knock out the mail order houses. The way to do this is to inaugurate a system of sales days, and keep them up during the season. There is not a merchant in Plattsmouth but who has goods that could be put on sale at cost prices, and the merchant be better off at their clearance. There's wisdom in it. Merchants in other towns are doing it, and why not Plattsmouth?

WOMEN AND THE WAR.

It is frequently asserted, and sometimes by the soldiers themselves, that woman is the worst sufferer from war; poets and painters have depicted her suspense and heartache, the grief and anguish of her lot when war's red blot is spread upon an erstwhile happy land. For her war lacks the fierce hardships to deeds of daring. For her comes not the dash and clash of the charge, nor thrill of victory, nor prospect of proud return to the heart of a nation well served. So many soldiers realize none of these things, but die sordidly killed by long-range guns at great distances, but at least there is the thrill which comes with hope for such achievements, and a man's death if that is to be the finish. But for the woman there remains but the gray monotony of waiting and weeping and work. The work may be really a solace, but it is still drudgery from which women should be spared; the toilsome work of tilling and harvesting that the millions of marching men may not go hungry, nor the women and children left behind perish for lack of food. The children, of course, must be raised, for later may come other wars in which they, grown tall, shall go forth to kill others who are children now. What a mockery this war game makes of our boasted civilization. To the women who want no war, it must seem infinitely worse than to the men who make war possible by doing the fighting; who even make it necessary by their little hatreds and jealousies and political bickerings. But such crops as the women of Europe have sown in tears may be reaped amid rejoicing, if only the war will end by harvest. If that may be, of course it will be a rejoicing mixed with sorrow at the thought of that other harvest reaped across a far-flung front from Ypres to the Dardanelles; of the mothers' sons who went away so bravely to return no more. But the women did not start it and shall not end it. A man's game, it is war, and its business is to inflict suffering and horror and waste. Man also must end it when the war lords are glutted with gore, and one side or the other has lost the decision in an argument.

Who will be "Queen of May" this time?

One week only till Mothers' Day, as all will remember.

A good excuse is just as good as anything else if you make it stick.

May flowers have been brought forth very plentifully by April showers.

Honesty is the best policy, not even to be forgotten in the matter of deeds of trust.

The one way to increase land values is for the land owner to patronize his home merchant.

The wise newspaper man doesn't print all that he sees, all that he knows or more than half that he hears.

Dr. Wiley says "women may be kissed on the cheek without serious results." Except to complexion, sometimes.

The war in Europe is making more widows and orphans each day, but the increase in babies goes on just the same.

It is possible for a young man to win the admiration of the populace, even if he doesn't turn up his trousers far enough to show fifteen inches of stocking.

There are numerous indications that business is improving. Indeed, they are so numerous that by next year a calamity howler may have trouble finding raw material to work on.

A citizen of Plattsmouth says he discovered three or four varieties of weeds coming up in his lawn, so he had it spaded and resodded, and he now has eleven varieties.

The largest well in the world has just been completed in the Chicago stock yards. It is 1,625 feet deep and has a flow of more than 3,000,000 gallons a day. It took two years to sink the well.

Probably the Plattsmouth Commercial club will derive some pointers from the Murray Commercial club for energy and get-up-and-go work. Evidently the business men down there are live wires.

The most beautiful flower is chrysanthemum, which is worn on Mothers' Day in honor of the one who is loved most dearly. Don't forget her—whether dead or alive. She was and is your truest friend.

No wonder there are anarchists in the world. At Independence, Ky., a mule kicked Robert Walton, and then Walton kicked the mule, and was arrested for cruelty to animals. Besides, a mule is not an animal. A mule is a varmint.

The government is after the farmers and opera singers for income taxes. The only people who appear to be immune on the "income tax" proposition are the preachers, school teachers, editors and other "professional mendicants."

The foxy, fickle, flirty females get most of the gaudy jewelry, tempting gewgaws and big bouquets, but the old-fashioned girls who can sing a sweet lullaby with washing machine accompaniment and manufacture non-dum biscuits get all of the mistletoe, rice showers and bridal tours, and don't you forget to remember that.

The newspapers are having a lot of fun with Billy Sunday, since they caught him stealing one of Ibb Ingersoll's addresses. He said in explanation of his theft that he had never read a line of Ingersoll, but the papers now prove that he once said years ago, that it was his good fortune to have read the bible before he read Ingersoll's works. On two different occasions he boasted of reading Ingersoll, and said Ingersoll's talk was all stuff and nonsense.

ROOSEVELT'S COMEBACK.

Although T. R. hasn't said so himself for publication, there are numerous indications that he is drifting back to the republican party, where he used to be so happy and so popular. One reason why the colonel will come back if he hasn't is that he is a gregarious animal, and that he isn't going to make standing at Armageddon his life work if he has to stand alone, which he might if he lingered much longer among the bull moose haunts. One by one his lieutenants are drifting back to the republican reservation, Senator Poinsette being among the late arrivals, and while the colonel isn't adverse to a solo part, he wants an audience in proportion to the number of first personal pronouns he uses, which is quite a crowd. Therefore there are plenty of signs of the colonel's comeback, even if it isn't a cinch, and if he hasn't arrived in the republican camp, he will undoubtedly be there later on; probably in time for the next convention assembled for the purpose of selecting presidential timber. One must slant at the future and resort to guess-work to learn what a sort of reception he will receive at the hands of the party which made him what he is today, or thereabouts. Of course the republican party is anxious to know where is its wandering boy to-night, and that he is wandering home, for votes, and even oratory are important in the tabulated returns, but we doubt that there will be much of a celebration, or anything doing in the fatted calf line. Perhaps the colonel understand this, and hopes to make his return more graceful by hinting that he might stand for Elihu Root as a presidential candidate. It was Elihu, you will recall, who was chief engineer of the steam roller which ran over the colonel's prostrate boom at the Chicago convention, and it takes a humble and a contrite heart on the part of T. R. to see him as a presidential possibility. If he comes back humbly, that may be the best way for all concerned, including himself; it will be expecting too much to keep him in that condition very long at a time.

With the first crop almost ready to cut the alfalfa crop in Cass county certainly looks like easy money.

Turkey continues to wonder what is the matter with her. Did she ever consider abolishing the barem?

Cuba has forbidden any more prize fights. Guess the pigs will have to buy an island in the South seas.

A good many men's idea of earning a living is going down to business and spending an hour reading how they lost \$50.00 on the stock market the day before.

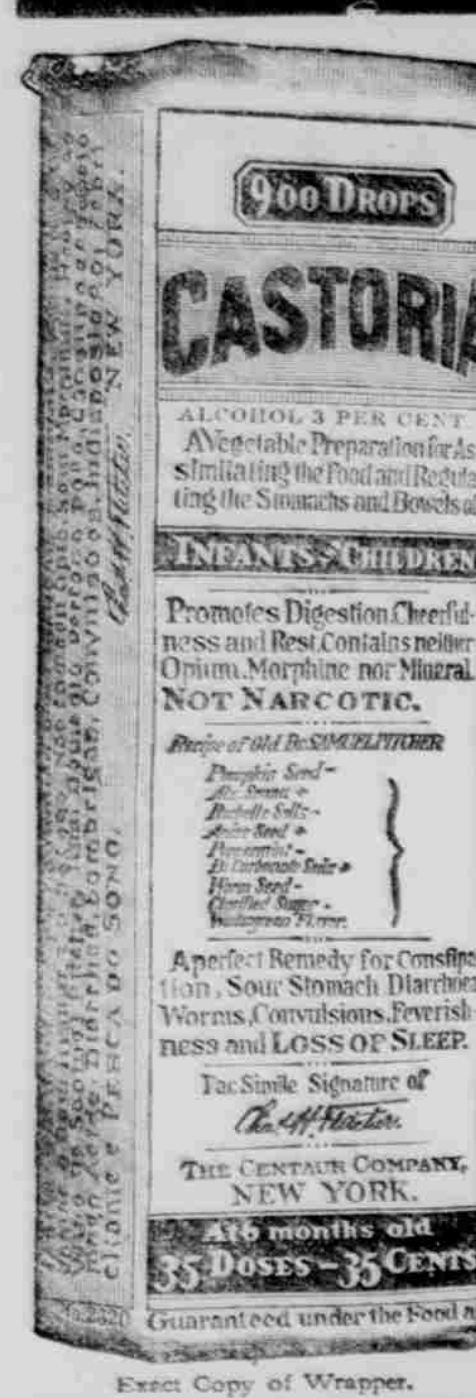
A circus in New York is advertising a spineless woman among the other attractions, but spineless men are so common that a spineless woman shouldn't be such a helva show.

Inertia says what Mexico needs are a dictator and a noose, and he is going back to seek control. He had better stay away from Mexico, or he may be the first one caught in the noose.

Aside from the fact that Teddy called Barnes the Lincoln of the republican party on February 12, 1914, nothing has come out in the libel suit to which careful readers of the newspapers did not know before.

The decision of the supreme court of Oklahoma that a man has a right to call off a bet on a horse race while the race is in progress will do more to stamp out race-track gambling than the former governor accomplished in calling out the militia.

"Nineteen Wooden Indians" is what Senator Quincy calls some of his co-laborers in the state senate. Senator Jack Graves, who is said to be one of the nineteen, says that among them was one "Wooden Head," and his name is Quincy, from Omaha. Senator Jack generally knows what he is talking about.



CASTORIA

For Infants and Children.
The Kind You Have Always Bought

Bears the Signature of

of
Chas. H. Fletcher
In Use For Over
Thirty Years
CASTORIA

A hot time in both Omaha and Lincoln tomorrow. City election.

The lawnmower is a pretty good substitute for the snow shovel.

Home-grown strawberries will soon be on the market in abundance.

Don't believe more than half you hear, and if it is from Mexico don't believe any of it.

The oldest and most efficient woman's club that has ever been known is the "rolling-pin."

Teddy wants to come back. There's room for all in the fold, even those who fly off the handle occasionally.

Abe Lincoln once said: "Let none falter who thinks he is right." And he also remarked: "Come what will, I will keep my faith with friend and foe."

Some merchants hate to advertise, for if they did they might get rid of their old stock and have the bother and expense of putting in something new.

The country is smiling with prosperity as a result of the federal reserve bank act, and as the system grows older the smile will grow into a laugh, and the people will go higher and higher in their praise of Woodrow Wilson, one president who has the courage of his convictions.

Dope fiends are having a tough time of it under the new drug law. A splendid time to leave off on that thing is before you begin—don't you think?

The Peoria (Ill.) Journal says that once on a time a newspaper editor ran his paper to please everybody, but that he was deported. The editor who tries to please everybody is a dampfool.

Although each Nebraska congressman is sending out 28,000 packages of garden seeds, many of the recipients thereof will ungratefully and treacherously decline to vote for those beneficent statesmen.

It takes countless numbers of swats to make even the least impression on the billions of flies that infest the country. There's a better way. One can annihilate trillions of flies with one swat if one goes at it rightly. If there is a female fly enjoying the spring in your kitchen or attic or basement she is due to hatch out six or more hatches of eggs, over one hundred eggs at a time, if she lives, and all her youngsters are the most prolific creatures on the map. A fly expert has figured it out that from a single female fly trillions of the dreaded typhoid flies may claim descent in one season, provided, of course, that all the young flies grow up. By swatting Mrs. Fly now you save yourself the trouble of killing her descendants this summer.

Travel Inducements FOR the Near Future

The California Expositions:
Thousands will make the Coast tour this summer. Only \$50.00 round trip generally, direct routes, and still more attractive is the \$67.50 grand Coast Tour through the Northwest.

The Mountains:
Low rate tours of the Rocky Mountain region—Scenic Colorado, Estes Park, Yellowstone and Glacier National Parks, the Big Horn Mountains, the Black Hills; a shorter and less expensive vacation tour. Attractive ranches, hotels and resorts.

Eastern Tours:
During the month attractive eastern tourists rates will be announced, forming circuit tours of the Atlantic Coast that will include the Lakes, St. Lawrence River, Canada, Niagara Falls, Adirondacks, Lake Champlain region, Saratoga, Coast of Maine, New England, Sound Steamers, Coast Steamer voyage, the Virginias, Old Point Comfort, the Hudson River, Boston, New York—a typical wedding tour.



Publications on request; unnecessary to enumerate them. Describe your proposed tour. Let us send you descriptive matter and help you plan your journey.

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