

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.

Pleasure that come unlooked for is thrice welcome.—Rogers.

Wild rumors sends wheat upward.

Fine prospects for crops of all kinds.

Getting considerably warmer. Get out your fly-swatter.

Teddy Roosevelt to destroy Wilson?—Well, I guess not!

While some fruit is injured by frost, we will still have plenty.

Everybody is busy in Plattsmouth but the fellow who don't want work.

Three things are very costly in this era: Living, loving and graduating.

Don your hustling suit and get up and do something to help Plattsmouth.

It is probably true that no man seems unreasonable if he argues with you.

Women find plenty of faults with the men; most of them after marriage.

Neither is the pugilist who goes on the stage as great a yapper as those who pay to see him perform.

Roosevelt had better get through with Barnes before he tackles a man like President Wilson.

It is claimed there is plenty of presidential timber, but much of it looks more like lumber.

A congressman's life would be blissful if more constituents wanted garden seeds, and fewer were seeking jobs.

Soon the college girls will have their diplomas, fitting them for all kinds of careers, except being wives and mothers.

It is claimed that the Russians are getting it in the neck in spite of the difficulty of locating that spot among their whiskers.

Are we to have band concerts during the summer season? According to an act of the last legislature, the city can make a levy for this purpose.

That Italy will enter the war is constantly being announced, but many people doubt if they will do anything more than invade the rural districts with hand organ and monkey.

The people who question what becomes of all the old automobiles will find their question answered in part by looking along the ditches near the highway some Monday morning.

After talking to his boy about the necessity of daring to do right and independence of conviction, many men regretfully leave their straw hats at home because it is a few days ahead of the prescribed date.

Fremont did itself proud in entertaining the Elks' state meeting there this week. But look what Fremont is—one of the best towns in the state and made up of the very liveliest business men to be found anywhere. Plattsmouth could just as well entertain such gatherings if the business men would push and pull together like the business men of Fremont.

MERCHANT AND COMMUNITY.

The small town merchant is a necessity, and that which is necessary should be protected. The community needs his wares as much as he needs the community cash. But not every small town merchant is alive to his opportunities and his obligations. Many of them fall by the wayside because of their ignorance or indifference to the rights of the public. Fifty years ago the town merchant sat in his store and waited for business to come to him. Today the successful merchant is a hunter—he must go out gunning for customers—and his ammunition is his stock in trade and his gun is the local newspaper. Country people of today are as intelligent and up-to-date as their city cousins, and they gauge the merchant by his own actions. If he is a hustler—if he keeps his store clean, his goods neatly displayed, his advertisements running regularly in the local newspaper—he attracts the public eye, and the public follows its eye. But a clean store, neatly displayed goods and newspaper advertisements are not the only requisites to a successful mercantile career. The country merchant should not bank too much on the fact that he is a necessity. He should be progressive—constantly bidding for trade—devising means of bettering the condition of the consumers, and acquainting them of the fact. He should consider their welfare, as well as his own. The merchant should have one iron creed, and that creed should never be broken: He should treat all customers alike, never misrepresent his goods, and keep his shelves well stocked with truth. He should be considerate of other business men in the community, for their rights are as great as his own. They do not own the town, and neither does he. He should join wholeheartedly in movements for building up and expanding the business interests of the community, for success is only found on the topmost rounds of the ladder. The merchant who has built up a reputation as a public-spirited man, as one who labors for the well being of the whole community, never lacks for customers at his store. They migrate toward his door as naturally as the birds fly south in winter. Such merchants gain the confidence of the people, for the people know that the same intelligence and fair-mindedness which he exerts in behalf of the community will be extended to his customers in commercial life. Most country towns have a few such merchants in their midst and the community is the better off for their presence. You invariably find their advertisements in the local papers, telling of the merits of the wares they have to sell, and giving the people that information to which they are clearly entitled. Such business men are successful, because their methods of business and their very attitudes breathe success. They have many customers, because the people admire a hustler. Plattsmouth is located in a splendid community, and it should have a bright future ahead of it. But it depends upon us alone. We have some good business men in this town. They are well supplied with brains, and those brains are capable of accomplishing great results. Individually they can do much, but collectively they can revolutionize trading conditions of this community. The money that is being daily sent away for goods might just as well be spent at our local stores—and would be, if the merchants arose to the opportunities before them. It is the easiest thing in the world to keep the money at home, for consumers are not fools. Just keep the goods the people want, and the quality they want. Sell these

goods at a fair margin of profit, thereby competing in quality and price with the outsider. Then advertise persistently, keep the home goods constantly in the mind of the consumer—awaken him to the fact that it is as much to his interest as to yours to keep his money in circulation at home. When you convince the consumer that you have the goods that he wants, and that they can be purchased here just as cheaply as elsewhere, he will keep his money at home by trading at home. The people want a live community, and are willing to support live business men. Who is in the live class? Speak up, gentlemen—speak up! Be true to Plattsmouth and the community by joining the Commercial club and help make the old town ring with the shout—"Plattsmouth first, last and all the time!" Show by your colors that you are "true blue."

About now is the customary time to upset your stomach by taking some medicine to tone up your liver.

The asylums will become crowded if everybody tries to reconcile the views of all the international lawyers.

Every now and then you will meet a woman who gives you the impression that if she smiled she would crack her complexion.

It is the people who pay with their lives the cost of war, not the millionaire and the money sharks and flighty numb-skulls like Teddy Roosevelt.

We always claimed that Taft had more good sound sense in a minute than flighty Roosevelt had in a lifetime. It is shown to be a fact more every day.

The winter wheat crop continues to be above par in Cass county. If there must be war and war prices for wheat we will be prepared to gladly furnish our share of the wheat.

The women's clubs are agitating against the habit of running charge accounts, which they say increases the cost of living. They seem to think that the charge account is always paid.

It is a good idea for the old man to swat the fly, but he might well learn that it makes a difference whether he does it on the window screen or on the newly laundered damask tablecloth.

President Wilson having urged the newspapers to be more cautious about printing unfounded rumors, it is believed that the next time some of the editors will ask the office boy if the report is correct.

Leadville's boast that it is 10,150 feet up and the highest incorporated city in the world, does not impress us as an extraordinary thing to brag about, except that it would give her the last word in the event of another Noah's flood.

When a duck lays an egg, she waddles back to the duck pond in indifferent silence, but when a hen lays an egg her frantic cackle makes it known. A hen advertises, and that, my friends, is why the whole world eats hen eggs instead of duck eggs.

The editor of the Norfolk News, who recently returned from a visit in New York, makes the statement that "the one outstanding fact in the political situation is that Wilson's re-election is out of the question." While to some extent the "wish is father to the thought," New York City is not a very good place to form an opinion.

The hot-headed Teddy Roosevelt is not going to excite our level-headed president by his outburst of indignation. There is no doubt that President Wilson will proceed properly when he views the matter of the sinking of the Lusitania. His cool head will weigh matters not in haste, but with calmness, notwithstanding erratic outbursts from Teddy Roosevelt or anybody else.

THE CASE AGAINST GERMANY.

The first flush of indignation against the Germans for having torpedoed the steamship Lusitania, having passed, the public will now settle down to a calmer consideration of the causes that led to what he foes of the Fatherland have denounced as a dastardly and inhuman act. In order to get a comprehensive idea of the situation it is necessary to take into account the German view. Germany is fighting, as she believes, for her very existence. Hemmed in on every hand, surrounded by an "iron ring" of foes and unable to import a pound of food or materials of war, the kaiser and his advisors have resorted to these deadly methods as the last resort of a nation struggling for its life against overwhelming odds. As Senator Beveridge observes, it makes no difference whether one agrees with this view of the situation or not, this is the German view, and therefore every German in the empire or out of it justifies the violence of these methods and applauds whenever a British ship is sunk. In the case of the Lusitania, Germany gave public notice to the world that all the ships of Britain and this ship in particular would be attacked and destroyed if they were able to do so—precisely as it was attacked and destroyed. Moreover, the ship was laden with munitions of war destined to the foe to whom Germany ascribes all her troubles. Moreover, Germans declare, and there appears some basis for the charge, that Great Britain, or at any rate the officials of the Cunard company, attempted to use the lives of neutral Americans as a shield for the protection of munitions of war. This is the case which Germany presents to the bar of public opinion and asks to be adjudged thereon. Opposed to this is the British contention, which is based upon one premise, and that is that German warships destroyed a thousand human lives, the lives of men and women who were not interested in the war and who should not have been made subject to its dangers. This is likely to prove the more popular view, and this circumstance may be fraught with danger to the United States government in its effort to deal with the situation. It is not a time to criticize the president and his advisors or to call attention to their shortcomings in the past. The public will do well, therefore, to keep its temper and to remember that there are two sides to this question, so suddenly thrust upon the administration for a solution. It is to be hoped that the American people will take a common-sense view of the situation. Nothing is to be gained by hasty action and the best thing the average man can do is to talk about something else until all the facts in this most unfortunate circumstances are known.

Dealing with a great crisis calmly and deliberately does not signify that it is being treated lightly.

Says the wayside philosopher: "There is a vast difference between economy and stinginess." Stinginess is more thorough.

An eminent sage says more of the time spent in eating should be devoted to thinking; and, as Dr. Wiley insists that an hour should be spent at each meal, we realize how, as always, the spiritual clashes with the material.

Every time former President Roosevelt snorts some impatient criticism of the president's persistent peace policy, former President Taft calmly commends the course of the president and hints that it is a good time for mouthy, excitable and turbulent gentlemen to keep their shirts on.—Lincoln Star.

While diplomacy may seem as of but little value to most people right now, nevertheless the fact remains that diplomacy has heretofore ironed out several quarrels which seemed to presage our entrance into the war. There is no doubt that President Wilson will succeed in preserving peace. He is backed by all the noted men of both the republican and democratic parties of the Union.

Every day should be clean-up day with some people.

Perhaps it is just as well that congress is not in session.

The less that man knows that he expects the older he gets.

But somebody must have killed that poor woman in Dr. Carmen's office.

Dr. P. L. Hall for governor is the proper suggestion. We are for him.

Mexico will have to hurry up if it expects to keep a place on the front page.

Every man is apt to overrate himself except when the assessor comes in to talk it over.

A blessing in disguise usually does not remove the disguise until about ten years afterward.

We are more in love than ever with Woodrow Wilson, since reading his Philadelphia speech.

The men commonly celebrate clean-up day by tactfully keeping out of the way so their wives can pick up the rubbish without interference.

"Blessed is the peacemaker." That may sound like pretty old stuff, but can you beat it? Not in the daytime.

Thomas A. Edison insists that concrete is fireproof, and the big fire in his plant last December proves it. He says an article to the contrary is misleading.

The American voter is becoming a thorn in the side of the professional politician. He is beginning to insist on advance information as to just exactly what the candidates will do, in the event of his election. Which, to the politician, is a sad state of affairs.

BRYAN NOT CONSULTED.

President Wilson's failure to consult Secretary Bryan regarding the Lusitania disaster has aroused a great deal of comment in Washington.

Some of the secretary's friends fear the country will interpret this strange conduct as evidence of Mr. Wilson's desire to show that he has no confidence in the premier of his cabinet. Mr. Bryan himself professes to be perfectly satisfied with the attitude of his chief.

He admitted that he had not seen the president nor communicated with him. The state department, however, has transmitted to the White house every official and unofficial dispatch it has received bearing upon the Lusitania and as to what measure the president regards as necessary to meet the grave question confronting the government. Naturally this situation has brought various suggestions offered in explanation of the president's failure to consult Mr. Bryan.

Of these suggestions that which gained the most currency is that the president wishes to demonstrate to the country that he is in supreme and sole charge of the conduct of the foreign relations of the government and that he is not being influenced in any way by what Mr. Bryan may have to propose.

Those who argue along this line contend that Mr. Bryan is unpopular through the country on account of a belief that he has no real foreign policy and that the people have no confidence that he would do the thing most needed to uphold the national dignity in a crisis such as now confronts the administration, and the argument is capped with the prediction that if the country should become involved in war Mr. Bryan would have to quit the cabinet.

Nothing has come from the White house to give credence to a suggestion of this character. What President Wilson thinks is a profound secret, and judged from all that can be learned, a secret that is shared by nobody.—Washington Correspondent of the Chicago Herald.

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THE LUSITANIA ISSUE.

The ocean of passion is a more dangerous one on which to embark than a war-infested Atlantic. While horror, grief, sympathy, anger and regret rock the emotions of the nation over the fate of American men and women aboard the torpedoed Lusitania, cool heads must reign in high places and dispassionate judgment decide issues intimately related to war.

"It is a bad time to get rattled," as Senator Stone says. "Let us maintain our equilibrium and not 'rock the boat' until we find out what we are about."

The loss of one American life may involve the same principle or the same violation of rights as the loss of 137 may involve our relations with a foreign government to the same extent, though unattended by the same embarrassments of grief and public resentment. It is when feelings are outraged rather than when international law is outraged that the most acute difficulties are presented. We cannot decide the Lusitania case on horror, grief or passion, but we must decide it upon the inquiry of reason.

Senator Stone declares that it must not be forgotten that our lost fellow countrymen went aboard a belligerent ship with full knowledge of the risk and after official warning by the German government. Says he:

"When on board a British vessel they were on British soil. Were they in a position substantially equivalent to being in the walls of a fortified city? If American citizens stay within a city besieged or threatened and

the enemy attacks, what should our government do if our citizens should be injured?"

It is for the American government to decide in the light of all the facts whether the innocent bystanders, so to speak, were in a position giving us a right to complain, or were bystanders who crowded too close to the fray, sensible of its dangers. Sympathize how we may, it must be asked, were they deliberately courting danger?

It has been a principal recognized by this republic since Thomas Jefferson laid it down—that a reckless citizen has no right to place himself voluntarily and deliberately in a position of peril which shall involve his government and imperil the peace of the millions at home.

Without reference to issues of fact or rights or principles of international law, but from the standpoint of broad humanity the world over, the ruthless sinking of a great boat bearing citizens of peace on peaceful errands—and many women and infants—must excite the profoundest sorrow and resentment. It is an incident of the wantonness of war that will be borne long in the whole world's memory. Yet every patriotic American who is not passion-swayed beyond his power to think—and there is a class of mollicoddes among the jingoes that is carried off its feet in every crux with other nations—every thinking patriot, we repeat, will indorse the judicial attitude of the administration in seeking first the full facts before demanding justice. And the highest love of country comports with the hope of a peaceful solution.—St. Louis Post-Dispatch.

Your Homestead Chances are Disappearing

Are you taking advantage of your homestead rights for yourself or son? The last two years have been the heaviest homesteading years in the history of this country. What does this tell you? At this rate at the end of 10 years there will be only "odds and ends" left. You can yet secure an excellent Mondell 320 acre tract of even rolling prairie in Northeastern Wyoming—for the dairy business and stock raising.

Or, you can take up in the Government Irrigation Project in the Big Horn Basin an 80 acre homestead, close to the town of Powell, Wyo., in a district of schools, choice farms, and in a highly developed community. Government permanent water rights \$52 per acre. Land free. Twenty year payments, no interest. About 80 of the good farms left; is your mean business this is the finest gift the Government can today make you.

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