

The Plattsmouth Journal

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THOUGHT FOR TODAY.

That man is blessed who every day is permitted to behold anything so pure and serene as the western sky sunset, while revolutions vex the world.
—Henry D. Thoreau.

The dangers from drouth grow less each day.

If the rain will hold up for a week it will please many farmers.

Jane Addams says the warring nations are in a mood to talk peace. We hope Jane's right.

A mean old grouch says some traveling man might write a book on "How to Be Happy, Though Married."

Efforts of public health officials may in time overcome the prejudice against milk, but perhaps not in our day.

When a fellow is real anxious to arbitrate it is morally certain that he is satisfied he can lick the other fellow.

Speaking about the automobile taking the place of the horse, it takes horse-sense to properly steer an automobile.

What has become of the old-fashioned town where the Declaration of Independence was read on the Fourth?

Some people seem to feel that the country will go to war to protect the rights of our high rollers to travel in comfort in the imperial suites of the belligerent ships.

An eastern railway will employ young women as waitresses on dining cars, and it will soon be unsafe for married women to permit their husbands to travel alone.

The keen sympathy of the baggage man for your desire to get the trunk to its destination on time is very much pronounced after you have handed him a quarter tip.

Nineteen persons dead and 903 injured was the nation's sacrifice to the two days' celebration of the Fourth of July this year, according to figures compiled in Chicago Tuesday.

In the half dozen states that vote on woman suffrage this fall, the men are doing their best to preserve neutrality and to hold the warring factions of women to strict accountability.

Some fellows haven't gotten over the Fourth yet. Three days celebrating is entirely too much for some fellows, and then there are others who don't care to jump off as long as they have got any money.

They are certainly in a hurry about getting in their applications for the dead postmaster's shoes at Lincoln. They should at least wait until the body of Postmaster Brown is laid at rest before making any such effort. The proper thing to do is for President Wilson to appoint Frank W. Brown, jr., to fill out the balance of his father's term as postmaster. The young man is abundantly qualified, with a splendid character, and all things considered, it would be the proper thing for President Wilson to do.

LIGHT IMPROVEMENT.

Plattsmouth business men never do things by the halves, and that all we need to do is to start them in the right direction and they go ahead with a whoop. For some time we have been agitating more and better lights for this city, and we are going to get them, and up-to-date in style, at that. Our business men are progressive and believe that nothing is to good for Plattsmouth, which demonstrates the true spirit of enterprise. We are going to have three electroliers to each block on Main and Sixth streets, which will not only give us "more light," but will show that we are not going to be behind other cities of our class in up-to-date improvements. We realize that Plattsmouth is the best town of its inches in the state, and our people are beginning to realize the same, and it does our soul good to note the manner in which our business men are keeping step to the progressive music that is bound to lead us to more harmony and neighborly love than we have ever enjoyed before, and all join in the slogan: "Plattsmouth, First, Last and All the Time!" Forward march, everybody!

In referring to Lincoln's "First Citizen" these days, people are liable to get Willie mixed up with Charlie.

The president of the republic of China has put opium under the ban and the drug wherever found is to be confiscated. This is prohibition of another color, but prohibition nevertheless. The wave of reform from pernicious habits is surely growing and with the United States in line it will have reached around the world.

ADVERTISING AS A PROFESSION.

Within a decade, advertising in this country not only has become a lucrative as well as an honorable profession, but it has progressed to the point where it can support specialists. Ten years ago, seventy-six delegates attended the first annual convention of the Associated Advertising clubs of the world. This organization now has a membership of 10,000 and is sufficiently powerful to command the attention of distinguished men of the nation, including the president of the United States. Advertising agencies and newspaper representatives have made this wonderful advance primarily because they filled a want. Their profession involves salesmanship, but it is not limited to counter salesmanship. It mediates between the merchant and the public. It is based upon a scientific study of popular needs and prejudices and the best way to supply them with profit both to the merchant and to the consumer. Between \$700,000,000, according to recent estimates, are spent annually in the United States for commercial advertising. The total probably is much larger. There is, therefore, wonder that a new profession should be created to aid merchants in distributing such enormous appropriations. That advertising pays is attested by the incontestable fact that the biggest money-makers are the biggest advertisers. The delivery wagon in every city of the United States is loaded down with advertised goods. If you do not believe it, look into the wagon. No longer is the public forced to buy at one store or of any one concern. Intelligent advertising not only creates a market, but it diverts business to channels that offer an unobstructed passageway between buyers and sellers. Not only does advertising pay, but it pays the man who advertises out of the prospects of the man who doesn't.

Six or eight weeks now unspoiled by a single holiday.

It looks like it might also yet be a long way to Warsaw.

Why does not some clothier put on a mid-summer overcoat sale?

Crackerland has disappeared since Peary saw it. Is it a submarine?

There are innumerable ways of wasting money, including lawsuits.

One swallow does not make a summer, but if the soup's too hot, it suggests it.

The sultan of Turkey will soon have as large a collection of obituaries as Francis Joseph.

When a man's voice is for war through a megaphone it is generally after he is fifty.

It might be that Frank Holt is the man who struck Billy Patterson and kidnapped Charley Ross.

Electroliers are the stuff, and Plattsmouth people should feel highly elated over this spirit of progress.

From time to time devout men usually pray for rain; but has anyone thought of praying for it to stop?

One newspaper speaks of Mr. Bryan having resigned "in a fit of passionate admiration for the president." Well, do tell!

We believe the Brundage Carnival company which comes here next week will prove the finest and most complete company of its character that ever visited Plattsmouth. The record of the company in towns it has visited are all that could possibly be desired.

The ancient Hebrew prophet never saw an automobile, so far as we know, but if he had, could he in much more accurate language have described it than when he said: "The chariots shall rage in the streets, they shall jostle one against another in the broad ways; they shall seem like torches; they shall run like the lightnings."

When anyone asserts that President Wilson is not in favor of peace at all hazards, that person seems to be talking through his hat. The entire administration is with President Wilson, and they will use everything that is fair and honorable to keep down any war. The masses of the American people are right with the president; so what's the use of making a fool assertion. It could not have emanated from any person who is truly American himself.

BILLY SUNDAY.

Billy Sunday is again in the limelight. One of his employees with whom he has had some difficulty, is now out with a statement in which he declares that Sunday has plagiarized most of his good sermons. Not long ago the owner of the house Billy rented when he was in Philadelphia brought suit against him for a sum of money for damages to the house while he and his family occupied it. In his bill he declared that they raised so many high jinks in the place as to render it almost uninhabitable. Now an exchange comes out with a story to the effect that in his younger days Billy was a gay blade, that when he lived at Belle Plaine, Iowa, he won the heart of a young lady in that city, led her to believe that he was about to marry her, and then deserted her. According to this tale the broken-hearted girl was so cast down by Billy's desertion that she went to hell across lots, married an itinerant photographer and died within a year after Sunday's desertion. The article furnishes names and dates and all the necessary information to make out an affidavit against Sunday. All of which shows that as soon as a man achieves success in this world that his enemies are ready to pounce on him with a cudgel and destroy him.

PROSPECT OF AN AGREEMENT.

The belief that the German delay in answering the last American note is for the purpose of expediting final agreement through informal diplomatic exchanges is comforting. The belief is not altogether baseless, but the rumors, although dealing with particulars in such a way as to suggest official inspiration, cannot be officially verified at this juncture. The United States does not wish and has at no time desired war with Germany. The apparent failure on the part of Germany to understand the attitude of this country, following our first protest, lent some color to the suspicion that Germany was reckless. The rabid utterances of the "whip-the-world" enthusiasts were particularly unfortunate. But there has been an obvious change in unofficial sentiment in Germany. Germany now seems to be eager to placate the United States, if it can be done without serious handicap in carrying on the war. It is significant that submarine warfare is being somewhat modified, without apparent decrease in effectiveness. It is possible that experience is revealing that the submarine is not as helpless as at first supposed. It is possible that it can give warning without danger to itself. If it can, Germany will be glad to adopt such a humane course. The departure from custom as to search and seizure was, perhaps, not due to a wanton spirit, but to the supposed inability of the submarine to follow the methods of cruisers.

But more hopeful than this seeming modification of submarine warfare is the rumored efforts of Germany to frame a policy which will protect the lives of American citizens and the property of Americans. While we have made much of our stand for humanity, the only thing which gives us a legal right to protest is the injury done or threatened to American interests. If Germany can arrange a plan for protecting those interests, we must be officially satisfied, whatever may happen to the vessels and the citizens of belligerents. If a policy can be informally agreed upon by the diplomats of the two countries and incorporated in the German reply it will not only save time, but avoid the irritation incident to a prolonged discussion. Germany naturally will make its plan broad enough to cover the interests of all neutrals. It is difficult to conceive of a plan which would eliminate possibility of injury to neutrals without limiting the efficacy of submarine warfare, but the apparent spirit of accommodation is very encouraging.

King George's recent creation of a number of new peers ought to make the American heiress market pick up.

There are two real classes of married men. One kind watches the clock to see how soon he can quit his work to rush home to his family, while the other class watch the clock to see how much longer he can work before he has to go home.

There is only one way to keep Woodrow Wilson from being re-elected next year—his emphatic refusal to accept a re-nomination. But this would not be likely. He is to highly prized as the chief executive of this nation. The people would how down in grief should he refuse to serve them another term.

Joe Stecher, the champion wrestler, received a grand welcome when he arrived at Fremont Tuesday night. Over 2,500 of his friends were present, and while it was 9 o'clock, Joe was made to feel that he was surely "in the hands of his friends." The boy should feel proud in becoming the champion of the world at 22 years old.

Just as a reminder that there will be a general election next year the preparing to launch their petition campaign to secure the necessary signatures to submit the prohibition question to the voters of the state of Nebraska. Prohibition will not win out next year, and it is just as well to "hang up the fiddle and the bow."

A kerosened road is smooth, but in a hot sun the perfume of the roses on either side of it is rather negligible.

This country doesn't offer all the opportunities found in republics farther south. Here, when a man is out of work it does no good to start a revolution.

The nuisance that should be suppressed is the boy with the air rifle who goes about the city shooting promiscuously at any and everything he sees, endangering both people and property.

One thing seems certain—the retirement of Mr. Bryan from the cabinet seems to have soothed the blustering Roosevelt somewhat. His criticisms of President Wilson are certainly a great deal milder than formerly.

Plattsmouth business men can be right up-to-snuff when they desire to pull together, and then they generally get what they want, when harmony and good fellowship prevails. May we always dwell together as one united family.

It sometimes pays to put on a poor mouth. At a convention of advertising men in Chicago recently they talked so much prosperity that the hotels stuck them for \$7 a day for the use of dinky little parlors for committee meetings, and (put your ear up close) listen: Some of the boys say they were charged for meals in the hotel cafe that were taken (taken is good) in the bar-room.

There never has been a time in history when the American people were standing so loyal to the flag of Old Glory as they are today. The flag means more to the people now than it ever before did. They are recognizing the flag in a way that it was never before known. It should be. People become educated in the way of honoring the flag. Display it frequently and on every public occasion. It is the emblem of our nation and stands for much.

SOMETHING TO LEARN.

Are you by chance one of the few mortals who are always looking around for something new to learn? Are you one of the limited number who are great enough and wise enough to realize their own imperfections? Have you mounted sufficiently high upon the ladder of intelligence to crave the privilege of ascending to even greater heights? GO TO CHURCH SUNDAY. You will not be the only brainy man or woman in that assemblage. You will not even be the only one who is conscientiously endeavoring to stimulate the body, the mind, and the soul. The preacher knows a few things—it is possible he may even know as much as you—for his store of knowledge is extracted from the Great Book, the fount of all wisdom. In any event, his thoughts will touch upon certain viewpoints which perchance may flow in different channels from your own, and therein lies the opportunity for adding to the sagacity and wisdom which lifts you to eminence in the world of men. Every normal brain radiates knowledge of some kind or other, and the brain of the minister is trained to impart that knowledge to others. There is much yet in this world for us to learn, and still more of the greater and longer life to come. Go to church Sunday, where it is free for the accepting. You will be in good company, and among friends. The hand of welcome beckons, and the door stands ajar with no sentry to bar your entrance. Are you going?

State of Ohio, City of Toledo, Lucas County, ss.
Frank J. Cheney makes oath that he is a partner of the firm of F. J. Cheney & Co., doing business in the City of Toledo, County and State aforesaid, and that said firm will pay the sum of ONE HUNDRED DOLLARS for each and every case of Catarrh that cannot be cured by the use of Hall's Catarrh Cure.
FRANK J. CHENEY.
Sworn to before me and subscribed in my presence, this 9th day of December, A. D. 1915.
A. W. GLEASON,
Notary Public.
Hall's Catarrh Cure is taken internally and acts directly upon the blood and mucous surfaces of the system. Send for testimonials, free.
F. J. CHENEY & CO., Toledo, O.
Sold by all Druggists, 75c.
Take Hall's Family Pills for constipation.

Children Cry for Fletcher's

CASTORIA

The Kind You Have Always Bought, and which has been in use for over 30 years, has borne the signature of Dr. 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

Dr. H. Fletcher

The Kind You Have Always Bought

In Use For Over 30 Years

THE CENTAUR COMPANY, NEW YORK CITY.

WEeping WATER.

Republican.

The stork left a fine baby boy last week at the home of Mr. and Mrs. W. A. Heneger, east of town.

W. P. Sitzmann and family spent the Fourth and several days in Omaha at the home of Mrs. Sitzmann's parents.

Misses Hazel and Helen Nolle of Leetonia, Ohio, arrived last Thursday for an extended visit at the home of their uncle, E. F. Marshall.

Farmers are having a serious time this week trying to harvest their wheat between rains. The ground is so soft it is hard to get a binder through the fields.

Fred Westlake moved this week on to the Calvin Crabtree farm, southwest of town. The farm was vacated by Mr. and Mrs. Fred Stoffer, who moved to Morrell, Kansas.

Miss Daisy Johnston went to Papillion Saturday to visit with friends made during the time she taught school there. She also attended a wedding of one of her friends there on the 7th.

Mr. and Mrs. Charles Hitchman of Omaha came down Saturday evening to spend the Fourth with home folks. Charley returned Monday afternoon, but Mrs. Hitchman remained for a more extended visit.

No new cases of smallpox in the town have been reported since last week's issue of this paper and in the meantime four quarantines have been lifted, leaving but five households now under quarantine in town.

Alfred J. Nielson went to Council Bluffs, Iowa, Wednesday to attend the funeral of his stepfather-in-law, Mr. B. H. Cone, who died at his home in Council Bluffs early Wednesday morning of apoplexy. Mr. Cone will be remembered here by those who made his acquaintance, during the time he

lived on the farm east of town two years ago.

Advance Notice of Public Sale.

I will sell at Public Sale, Tuesday, September 21, about 40 head of pure bred Duroc-Jersey hogs, including open gilts, boars and several sows with litters by their sides. Also my head boar, Echo's Model Wonder (sired by Echo Brimmon Wonder, Grand Champion Nebraska State Fair 1914).

Will have Rhode Island Red cockrels for sale after September 1st, price \$1.00 a head. W. B. PORTER.

Paints and Oils. Gering & Co.

The new Emy Lou white canvas rubber sole, one strap Pump for children; sizes 6 to 10½, \$1.15; 11 to 2, \$1.35. They wear.

FETZER SHOE CO.

A MERCILESS JUDGE

One Who Shows No Favor.

A merciless judge is Father Time. Before him the weak and the wanting go to the wall. Only the truth can stand. For years the following statement from a Plattsmouth resident has withstood this sternest of all tests.

W. M. Barclay, proprietor of restaurant, Main street, Plattsmouth, says: "Doan's Kidney Pills have given good results when used for lumbago and annoyance from the kidney secretions. I suffered from pains across my loins and Doan's Kidney Pills removed the trouble." (Statement given December 29, 1908).

OVER THREE YEARS LATER, Mr. Barclay said: "I haven't had a single symptom of kidney trouble since Doan's Kidney Pills removed it."

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

Have You Ever Been to Yellowstone Park?

You can plan on a summer outing in Yellowstone, this region of beautiful canyons, forests and mysterious geysers, that will include a magnificent tour of the whole mountain regions—for instance, go one way via Cody, the East and scenic entrance, of via Gardner, and the other way go through the Yellowstone gateway by way of Salt Lake and Scenic Colorado. This is what is called the Rocky Mountain Scenic Tour. Or, you can go one way via Denver and the Burlington's new line through the Big Horn Basin, tour the Park and travel the other way via Gardiner, Billings and the Burlington's main line through Sheridan. While in Colorado visit Estes Park, Colorado Springs and Manitou. You will be astonished at the very low fare for such a vacation tour.

Write me for literature, descriptive publications, folders: let me help you plan a perfect vacation trip.

R. W. CLEMENT, Ticket Agent.

L. W. WAKELER, General Passenger Agent, 1004 Fanram Street, OMAHA, Neb.

Burlington Route