

# 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.

Never fancy you could be something if only you had a different lot and sphere assigned you. The very things you most deprecate, as fatal limitations or obstructions, are probably what you most want. What you call hindrances, obstacles, discouragements, are probably God's opportunities. — Horace Bushnell.

And the next day after is what don't count.

And Plattsmouth is to have a ball tournament next.

It takes a heap of warning notes to destroy a torpedo boat.

They will come to town on circus day, and it didn't rain, either.

Executive ability is capacity to draw pay for work somebody else is doing.

Cut the weeds along the roads. The law says this must be done by August 15.

Street paving enhances the value of property a great deal more than the cost of paving.

Paris fashions are said to be as absurd as ever, so no doubt they will sell well this fall.

The largest crowd ever at the ball park Sunday. Over six hundred people in attendance.

No wonder the politicians are gloomy about business, when there are so few state elections this fall.

The conviction of Judge Lindsey for contempt of court will merely increase his drawing power at chautauquas.

Despite its well known aversion to entangling alliances, this country continues to go in for matrimony quite regularly.

Pacifists and jingoes continue to stir up the bitterest of rows over the tightly held principles of the former. Peace is h—l.

If the new potatoes seem pale and fallow perhaps it is because potato bugs have not been as numerous as usual this year.

The fruit crop has been very watery this season, and many have failed to put up small fruit, such as berries, cherries, etc., on that account.

Should this country buy Belgium, our first proposal would be to bring all the Belgians to this country, where they would be safe and happy forevermore.

Billy Sunday's trust partners are arranging to accommodate large crowds in Omaha. It is after the money solely. Such religion don't count with the Ruler on High.

The women are preparing for the duties of suffrage by reading the Paris fashion page, just as the men long ago qualified for the same by their study of the base ball news.

That limp-covered volume carried by some of our prominent citizens, which the pious old lady fondly imagines to be a bible, may perhaps be merely the 1915 Automobile Blue Book.

## RAILROAD TAXATION.

Objection of the state equalization board to the alleged disparity between railroad figures reported for rate-making and tax purposes, respectively, emphasizes the antiquity of the system under which the proceeding is undertaken.

The system provides for an assessment on the basis of benefits derived. Modern tax doctrine, subscribed to by the ablest and most business-like tax authorities in the country, insists that the ability to pay should govern the assessments. The latter system has everything in its favor, while the present system has obstacles galore to overcome.

In favor of the ability-to-pay plan is its ease and accuracy of administration. By following it the tax authorities can make their assessments in a simple manner, and on a definite, accurate basis. There can be no discrimination. Every payment under it can readily be adjudged sufficient and yet at all times equitable from the standpoint of the assessed corporations.

In the case of the railroads, conformity to this plan would mean a gross earnings tax. Such a tax is levied in many states at the present time, and where it has supplanted such a system as Nebraska possesses there has been no demand for a return to the old order. Tax officials, the people for whom the tax is levied, and the corporations against whom it has been fixed unite in attesting its efficiency and the satisfaction it gives.

Some day Nebraska will instill business doctrine into its tax system, and then state officials will find administration of the revenue laws a pleasant duty, instead of an overwhelming burden. —World-Herald.

We cannot make this town what it ought to be unless we all work in harmony to the same end. Pulling, bickering and knocking will only drag our house down over our heads, and it is time we look the facts straight in the face and turn over a new leaf for the better. We can do much to improve our social and commercial conditions if we want to. Let's unanimously resolve that we want to and shoot straight ahead.

President Wilson refused even to appoint his own brother to a federal position, while Mr. Bryan, ex-secretary of state, has been instrumental in having the following relatives appointed to various positions: W. J. Bryan, jr., son; Mr. Bryan's son-in-law, Hargreaves; Mr. Bryan's son's wife's brother, Berger; Mr. Bryan's son-in-law's brother-in-law, Steim. This is certainly nepotism with a vengeance. Mr. Bryan did not favor such a thing as this fifteen and twenty years ago. Now, the question arises, what would he have done had he ever been elected president?

Men with minds for figures say that about \$28,000,000 worth of tomatoes go into cans every year in the United States and that perhaps twice as many more are eaten raw and canned by thrifty housewives. The little garden patch produces a large part of the supply of this food that a century ago was very little known to people as an article of diet. The name "tomato" seems to be of Aztec origin, given as tomato by others, and still persists in some few of the older Mexican town names, such as Tomatlan, Tomatepec, etc., but the general consensus of opinion among botanists seems to be that the plant and its culture for edible purposes originated in Peru, where it spread to other sections of the Americas. It is certain, at any rate, that it was known and cultivated for its fruit centuries before the Columbian discovery.

The farmers are not feeling so blue now.

We have had one week of dry weather, anyhow.

Politics sometimes is just one bad cigar after another.

Let Mexico look on Haiti and see what she's coming to.

The Dove of Peace is about ready to light in Mexico again.

All the others are "friends in tone," but they mean about the same as Villa's.

But will Carranza pay any more attention to a round robin than to other notes?

Anything will do to gamble on, even war stocks; but why is Wall street?

Mules are the most persistent kickers known, but what have they gained by it?

The famine threatening Haiti is probably due to a shortage in the watermelon crop.

Villa has told this country to go to h—l, and probably has taken possession of California by this time.

The Pan-American conferees are agreed as to what Mexico must do. Now if they will make them do it.

Neither the kaiser, nor Carranza, nor Villa, nor the weather man was responsible for the Eastland disaster. But several greedy Americans were.

State Treasurer Hall, it would seem, is trying to run the whole business around the state house. Reed, Pool and Smith have to toe the mark or h—l is to pay. He hasn't tackled Morehead yet.

It is claimed that the crops raised in the United States this summer would load a freight train 7,000 miles long. The ordinary freight train often seems that long now to the motorist who waits at the crossing.

When a man wants to assume the authority of dictator in a community the people should sit down on him pretty hard, says the Plattsmouth Journal. We sometimes do that very thing here in Lincoln, if anybody happens to ask you, Colonel. —Lincoln Herald.

An Iowa doctor advises young men to marry the oldest girl in the family because she has learned through waiting on the younger ones how to assume responsibilities. It is quite plain that that doctor, remembering that he must go home occasionally, knows which sister he married.

It is somewhat encouraging to note that what wheat has been threshed in Cass county is turning out much better than really expected. The most of it is yielding 25 to 35 bushels to the acre. Considering all that the farmers have had to go through with this rainy season, they probably think themselves lucky as it is.

If Dr. P. L. Hall makes up his mind that he will accept the democratic nomination for governor next year there will be but little use for any others to apply. Dr. Hall will make an ideal candidate and no one man has more friends in the state. True to his party at all times and faithful always to his party candidates.

Speak a good word for the church. It never speaks ill of you. It does nothing to your detriment, and much for your benefit. It is not your enemy, and it is your friend. As a friend, it is entitled to your respect, your consideration, your support. And more, it is entitled to your presence—it ought to have your presence. What is good for the church is good for you. Keep it in mind—speak a good word—remember your friend, and go yourself. Welcome will greet you at the door.

## PERSISTENCE IN ADVERTISING.

The man who is starting in on an advertising campaign frequently fails to appreciate the necessity of persistence. He is more apt to pay for a few numbers and then quit for a time. The general trend of advertising opinion is that a smaller space used regularly pays better. The results of advertising come in one of two ways. A buyer may have in mind some particular purchase that it is desired to make at that time. The newspaper is searched to see what merchants are advertising in that line. The most attractive offerings are noted in the memory. The customer visits those stores. While this is the kind of thing that happens every day, it is not the whole result or effect of advertising by any means. The other result is the creation of a general impression that a certain merchant is enterprising and is using much effort and intelligence to give good values. That kind of advertising is cumulative, the outcome of driving a certain idea into the public mind day after day.

A woman may read advertisements for many weeks and not buy anything in a certain line, simply because she is already supplied with these goods. All at once she concludes that she must make a purchase. Her mind reverts to the notices of that kind of goods she has been seeing in her newspaper. The man whose advertising she has seen week after week or day after day is the one that has made the impression on her mind. Slight impressions govern trade. It is next to impossible for a man who does not advertise to convey the idea that he is an enterprising dealer. His townspeople will not push his business for him, if he is too slow to push it for himself. The only way to convince people that you have values, is to tell the public what you have and let them judge. The newspaper will talk to hundreds of people while you are explaining things to one.

The submarines may be eventually known as the equalizer of the seas.

The state officials' kinsfolk must be paid, whether Nebraska has any public schools or not.

There was one woman who had the best man in the world for a husband, and that was Eve.

The wheat and corn crop in the United States will be worth \$3,500,000,000. That's not so bad.

In barring from the civil service married women who are separated from their husbands, is the postoffice department not putting a premium on divorce?

A little over a year ago declarations of war were flying through the air so thick they bumped with each other, and the warrent happenings indicate the warring nations meant what they said.

What's the matter with the new city hall we were to get so fast? We supposed that arrangements were already perfected for the city hall and library both. Have the knockers been getting in their work to delay matters, because they did not get a bite of the cherry?

Some of our high-up statesmen who have been very busy getting all their relatives lucrative positions with the government, seem to have forgotten those friends who have stood by them in their efforts to elevate themselves to positions of honor and trust, but these deserted friends have not forgotten this treatment, and they ain't going to, either.

That the United States buy Belgium, restore its government and sovereignty, and then when suitable, return it to its people, was a suggestion made by John Wannamaker in Philadelphia at a meeting of the National Security league, of which he is president. He would pay a hundred billion dollars for it, and would stop exports to end the war and glorify the American flag.

Don't it beat the dickens? Two women have entered the list in Kansas for the United States senatorship race in 1918.

It is a question of taste with some men whether they prefer single life while they are young or after they are divorced.

After the introduction of "round" corners for buildings, then the building with wavy architectural lines. Revolutionary eras revolutionize everything.

It isn't so much what happens at night, as what might happen, is what keeps people up late. And other important truths become plainer as time passes.

Somebody has predicted that Washington will be a dry city within a year. It has always been contended that the national capital should be removed to St. Louis.

Col. Roosevelt calls Col. Bryan a milk and water statesman, but Col. Bryan doesn't claim to be a statesman and doesn't want to be. He prefers being Prince of Peace.

Really the heaviest strain put upon America by the war is the necessity of thinking up the new freak fashions for men and women on this side of the water. Let Paris do it.

In a recent Indiana fiddling contest, "Hell on the Wabash" won over "Turkey in the Straw," but the contest was one-sided. Missouri's "They've Gotta Quit Kickin' My Dog Around," made no entry.

An appeal to Mexico to quit fighting will be made, and a reasonable time given for the several army leaders to reply. And if this appeal goes unheeded then more severe measures will be decided upon by the Pan-American nations.

Perhaps agricultural implement makers had better not unduly hasten to invent an appliance to take the place of the beer kegs used by farmers in dry states as third wheels for binders on ground made boggy by continued rains. Get that?

We regret to learn that Hon. R. D. Sutherland of Nelson, Neb., former congressman from the Fifth district, is in a hospital at Kansas City suffering from a very severe case of acute Bright's disease, without much hope of recovery. The Journal sincerely hopes for his recovery, as he is one of the best men in the state, and one of its ablest lawyers.

### For Sale.

One good, all purpose work horse, coming 6 years old, weight 1,300 pounds; also one good young horse coming three years old. Both horses are in the best of condition and are a bargain. James Mrasek.

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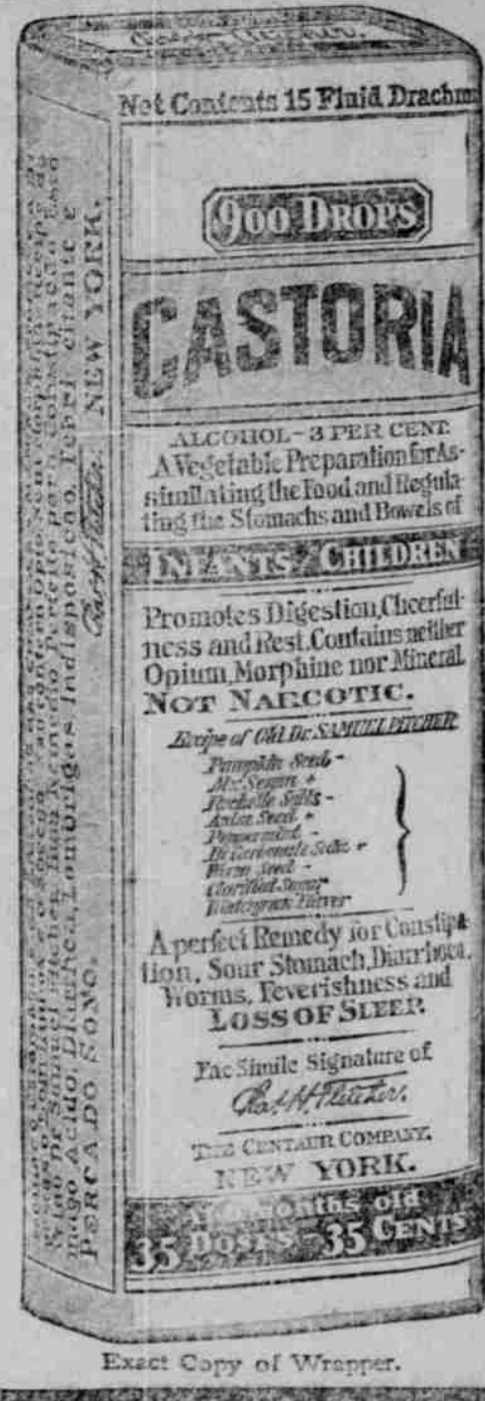
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