JUNIOR GUILD ENTER-

TAINED AT HOME OF



## IT PAYS TO ADVERTISE

Novelized by Samuel Field From the Successful Play by

ROI COOPER MEGRUE and WALTER HACKETT

CHAPTER VII. The Great Campaign.

-say a few thousand dollars," said Rodney, gulping at Mr.

"No, sir; not a cent," said Mr. Smith. "Perhaps five thousand," amended the French maid. Rodney.

"If it was for a new club or some tomfoolery, in a minute, but to put they can go to the dickens." into your business, it'd be just throwing it away. Why don't you get your father to back you?"

"Father and I don't agree on the valne of advertising." "Oh, that's it, and you expect me to

do what your father won't?" "Well, I thought as a friend of the family," stuttered Rodney.

ther?" asked the friend of the family. "In there I guess," said Rodney.

"I want to see him, I guess he'll Smith laughed, going out, leaving Rodney sunk dejectedly in a chair. "Well?" asked Peale coming in again.

"He wouldn't give me a cent," said "He wouldn't? Well, he sounds like | shrewdly.

your father's oldest friend." "What about the countess?" Rodney inquired. "Oh, I got her." said Peale proudly.

"You did? Ten thousand dollars?" "Fifteen thousand. Pretty good,

"Good? Why, why, I'll have to raise | ble." your salary," said Rodney. "Thanks; I supposed you would," said Peale complacently.

"Where's the money?" asked Rod-"We don't get it till next week," ex-

plained Peale. "Oh." said Rodney dejectedly. "But we must have some more cash to start with:

Peale meanwhile must have left the ladies in some suspense or else they missed his cheery company, for presently Mary came back and said the countess wanted to know how much longer she must wait.

"Coming now," said Peale. "Shall I sign for you?"

"Sure! Sign anything-sign it twice!" said Rodney. "You know this has got the show

business beat a mile," Peale chuckled as he disappeared. Rodney turned to Mary fondly, wondering if there were not some way in

which they could raise some immediate eash. But Mary failed him now for once. She hadn't an idea, she admited But in the meanwhile Mr. Smith had emerged from the inner office, and something must have come over the spirit of his dreams of good investment, for he greeted Rodney very genially and encouragingly this time. Rodney introduced Mary to him with great pride, catching her back as she turned to go.

"That's all right. You needn't go, Mary. Mr. Smith, this is the future Mrs. Rodney Martin." "You don't say so!" cried Mr. Smith

"I suppose you and father had your laugh at me." said Rodney. "No, I didn't tell him anything," replied Mr. Smith.

"Thanks for that anyhow," said Rod-"Of course it sounded funny to me at

when I thought things over after all | thought the least I could do was to why shouldn't you be a success in Lusinessy "What?" said Rodney, hardly able to

believe his ears. "You've been successful in every-

thing else you've tried," said Mr. Smith without a hint of sarcasm. "Yes, yes, certainly, sure," said Rod-

"Of course you haven't tried much, but, as you said, I am an old friend, and I figured that if you gave me your word that you'd return the money relentlessly. within a year, perhaps, after all, it would only be the act of an old friend | Grayson," said Rodney, coming in to to take a chance. That's what friends his father perkily. "Come, Mary," he are for," explained Mr. Smith. "How much was it you wanted?"

Behind his back the delighted Mary held up the fingers of both hands. "Ten thousand dollars," said Rodney

promptly. "But didn't you say"- queried Mr. Smith.

"Oh, I'm sure I said \$10,000!" Rodney declared. "That's the very least." "Um! Well, I'll mail you a check

tonight," said Mr. Smith, "I'll never forget it. I tell you, friends do count. Thanks, thanks,"

said Rodney. Mr. Smith seemed embarrassed. "That's all right," he said. "Don't thank me. Good night, Miss Grayson, and I hope you'll be very happy." Left alone Rodney grabbed Mary by

her two hands and danced around ex-

"Ten thousand, and he lent it to me! Oh, isn't it great?" he shouted. He kissed her on the strength of it. take it away from you."

"Wait till I tell Peale!" he cried and slammed out.

In the meanwhile the countess came

back, her shrill French voice sounding through the door long before she appeared. "Oh, c'est une affaire mag-THOUGHT I'd like to borrow ten nifique! Je vous remercie. Oh, les Americains!" etc., she rattled on as she was bowed out into the hall to

the elevator. "What did she say?" asked Mary of

"She said the American men are splendid, but the women are crazy and

Mary recalled at last that she was to report to Mr. Martin herself. She proceeded to the door of his private room and knocked discreetly three times. The old gentleman came in promptly in response to this concerted summons. "Well, how goes it?" he asked.

"Oh, Mr. Martin, he's perfectly splendid!" said Mary enthusiastically. "So "You were wrong. Where is your fa- full of energy, hustle and ideas. He's a different man already. You were right-he only needed development." "Good! Good!" said Mr. Martin. think this is as funny as I do," Mr. "You're not saying this to flatter an and pleased with his pupil's aptitude. old man's vanity, are you?"

> "Indeed I'm not," said Mary. "Would you rather take a guarantee of \$2,500 additional and give up that 10 per cent of his profits?" he asked

"I should say not!" said Mary. "You know, Miss Grayson, you're making me believe we'll win that \$30 .-000 from old John Clark,"

"Oh, indeed we shall! You should have just seen Rodney borrow \$10,000 from Mr. Smith without the least trou-

"Oh, that was my money," said Mar-



"When you fail don't come sniveling back here."

first," pursued Uncle William, "but Rodney tried to touch him-well, 1 back my own son, so I sent Smith out to make good with him." "That was nice of you," said Mary,

outwardly polite, but inwardly disappointed at the deception. "Well. I owed the boy a chance any-

how," said Martin, softening a little, then suddenly talking very sternly again as he caught sight of Rodney through the open door.

you?" he grumbled, facing his only son | er was much appreciated by the vari-"Yes, sir, but I came to see Miss

added to the new secretary. "Really going into business, eh?"

scoffed his father. "Well, when you fail don't come sniveling back here. You can't count on a dollar from me. You're leaving my employ, of course, Miss Grayson?"

"I won't snivel-and I don't want your money," retorted Rodney. "I don't need it. Why, if I'd known how easy it is to raise \$10,000 I'd have gone to work long ago."

Mr. Martin, Sr., grinned at Mary. "You would, eh? Well, what soft, easy going business have you picked out?" he inquired sarcastically. "The soap business," said Rodney.

Mr. Martin, Sr., was genuinely an noyed. "What? Why, you can't make any money out of soap.'

"Oh, yes, I can." "I control all the important soap business in the country." "I know you do, but I am going to

"What?" roared Mr. Martin. "Yes, sir, I'm going to manufacture chants.

the 13 Soap," began Rodney, spouting his piece, "unlucky for dirt-the most expensive soap in the world. I'm go ing to break the trust. I'm going to attack monopoly. I'm going to appea to the American people for fair play against the soap trust. You've always wanted me to go into business. Well I'm in, and forgive me, father, but I'm going to put you out of business. I'm

going to advertise all over the world "You can't fight the soap trust will advertising; we're established," said his father coldly.

"Yes, yes, we can," said Rodney "Think what advertising means-the power of suggestion, the psychology of print. Why, 97 per cent of the public believes what it's told, and what it told is what the other chap's been told and the fellow who told him read i somewhere. Advertising is responsible for everything."

Ambrose Peale came in during this tirade and stood listening, surprised "People are sheep and advertising is the way to make 'em follow your lead,' went on Rodney, trying not to forget the speech. "Say, what makes you in to the theater? I'll tell you. It's what you've read of the play or what some fellow's told you, and the fellow that told him read it in a newspaper. And that, father, is the whole secret of it You've got to be talked about. Go 'em praisin' or cussin', but don't le em be quiet. I want to tell you- Say

what kind of duck's ergs do you eat?" "What!" cried Mr. Martin, aghast. "Do you know anything against the duck?" shouted Rodney, "No. you don't. But when a duck lays an egg it's a fool and keeps quiet, but when a hen lays an egg-cluck, cluck, all over the place. Advertising!

Peale joined the chorus on the old gentleman's off side, and together they put her fingers in her ears.

The offices of the soap company were located about halfway down Broad way. There was a waiting room and a private office-as private as could be expected with three people using it. It was a rather commonplace room, furnished comfortably, but not elaborate ly. The walls were hung with posters extolling the virtues of 13 Soap,

DO YOU BELIEVE IN SIGNS? 13 Soap is Unlucky for Dirt.

BE CLEAN. Cheap Soap is for Cheap People.

13 Soap is the Most Expensive Soap in the Worldone dollar a cake.

One particularly large stand on one wall bore the legenda

The average cake of sonp gives you 56 washes. A Cake of 13 Soap

gives you only 24-DUT

There was a door on the left of the room and also two more on the right. At the back were windows, through which the callers could see the build

WHAT WASHES!

ing across the street literally covered with 13 Soap posters. There was a desk in the middle, and there were chairs, cabinets, a hat rack, a water cooler, a safe, etc., which com-"So you're still hanging around, are | pleted the equipment. The water cool-

pline was not yet rigorously enforced

by anybody. Next to the circulars the

largest part of the mail was invitations

forwarded to Rodney from the Fifth

avenue address uptown. In her ca-

pacity as secretary Mary, with her

woman's curiosity, ran her steel en-

board to think of the Joys that Rodney

(To Be Continued.)

had turned his back on.

ous errand boys, who were its chief In a month from the time Rodney had left his father's house and embarked on his business career with Ambrose Peale there was a very fair show of activity in the 13 Soap Company's office. There was a fairly large mailmostly circulars-which the entire office staff read through every morning. for lack of more interesting reading matter in the way of orders. Disci-

When buying canned goods be sure to examine every can and to discard those that bulge. This bulging is which is formed by the action of wholesome and may be dangerous.

Gaebel has quit holding annual sales ing summer. The members of the lowhich he conducted for twenty years, cal class are turning steadily and will fined to his home for the past two but has never lost track of the fact be in first-class shape to take part in weeks with an attack of erysipelas, that it pays to keep up his herd and the meeting. B. F. Wiles, one of the leading breed thoroughbred stock, even for the

here yesterday for a few hours look-

### THE CULLOM SOCIAL **GLUB MEET AT THE** MRS. R. F. PATTERSON P. H. TRITSCH HOM

rom Wednesday's Dally.

parish was entertained very pleasant- evening held another of their delight- by the resignation of L. F. Chard, who Handrock, Walter Handrock, and Mar-Mrs. R. F. Patterson on North Sixth home in that locality, and for several this year. Mr. Chard has other imstreet, and the young ladies spent sev- hours the Tritsch home rang with portant work this semester which deeral hours most delightfully in sew- merriment as the members of the mands his time and makes this step he church work. The members of ed and later dancing was enjoyed un- Mary L. Hibler was chosen to take the Guild, after plying the busy needle til a late hour and a great deal of the associate editorship. Homer said land and others lands, and for the for a time, were served with very de- merriment was derived from this feat- Schroentker, who has been acting in sale and for the maintenance and supectable refreshments by the hostess, ure of the evening until the hour for that capicity volunteered to serve as which further heightened the pleas- departing drew near. At the midnight business manager in place of Ray ures of the afternoon. The event was hour a sumptuous repast was brought Scott, who has been out of school for one most delightful and the oppor- forth from the well-laden bankets of some time on account of illness and tunity of enjoying the gracious hos- the members of the party, and with the death of a brother. pitality of the Patterson home was steaming coffee, a most enjoyable. On Monday a very large and apappreciated by every one of the mem- luncheon was participated in by all the preciative audience was entertained bers present. The regular monthly members of the jolly party. Those by the Glee clubs in their annual conbusiness meeting of the Guild will be who were present were: A. B. Fornoff cert. The boys recently gave a series held on next Tuesday evening at the and family, Henry Keil and family, of concerts in several different towns, ome of Miss Edna Petersen.

## THE WOMAN'S RELIEF CORPS ENTERTAINED

From Wednesday's Daily.

The Woman's Relief Corps yesterlay held a very interesting social meeting at the beautiful home of Mrs. J. E. McDaniel, where they were entertained by Mesdames McDaniel, From Wednesday's Daug. J. H. McMaken and M. Archer, and The application of the school law in pleasant that this society has enjoyed and maintaining a tenth grade in their

ng vocal number, being accompanied mean that the entire county must be sicences. n the piano by Mrs. George II. redistricted and readjusted and it is Athletic enthusiasts had the pleas-Falter, and this feature added greatly doubtful if a satisfactory settlement are last week of witnessing two deto the enjoyment and pleasure of the can even then be secured in the ap-cidedly entertaining basket ball ruests present. At a suitable hour portionment of the land. One of the games. On Monday evening Grand lainty and delicious refreshments means that would probably lead to the Island met the home team in a game vere served, adding greatly to the de- bettlement of the question in the most that was a whirlwind from start to lights of the occasion, and it was with satisfactory manner would be the con- finish. At the close of the first half ka, this 25th day of January, 1916. egret that the close of the day warn- solidation of the districts in the coun- the score stood 10 to 14 in favor of d the members of the party that the ty, and by making fewer school dis- Grand Island, and although the score ime for parting had come, and leav- tricts the schools could be brought to was close at all times, not until near ng for their homes they vowed it a higher standard and the teaching of the close did Peru succeed in tying was one of the most pleasing gather- the higher grades in the rural schools the score, and at the blowing of the ngs they have enjoyed for a long be secured. With the consolidation of whistle the score was 22 to 20 in favor

### jesjesjesjesje sjesjesjesjesje sjesjesjesjesjesje sjesjesje LOUISVILLE. Courier.

The Bank of Commerce has recenty put up a couple of neat metal igns on their building.

Forest Brunson went to University From Wednesday's Dat'y. Place Saturday evening to visit with friends and take in the "Birth of a Nation," at Lincoln.

Miss Karin Kimblom of Nehawka visited her father, O. Kimblom, last an old-time Plattsmouth newspaper week, arriving on the Burlington Thursday, via Omaha.

Miss Myrne Tracy of University Place, made a week-end visit with her sister, Mrs. E. A. Mayfield, returning to her home Saturday evening.

new Home State bank enjoyed an yster stew Tuesday afternoon at the Hotel Drake in honor of the opening of the new bank building.

The friends of Theodore Koop will be glad to learn that after a severe ttack of pneumonia and pleurisy, h now on the road to recovery, although still needing careful nursing.

We are glad to report that W. A. Cleghorn, who has been very weak and ill since last Sunday, suffering from a derangement of the stomach, is imroving and his friends hope to see aim out again in the near future.

caused by the pressure of gas within, From Wednesday's Dally. bacteria. Food so acted upon is un-C. J. Gaebel received two bred for a few hours arranging for the velope slitter through these, too, and Duroc-Jersey sows from Hickman, lurning class from the local K. S. sosighed sometimes as she opened up Neb., and one from the J. A. Duerr ciety to attend the national tournasome especially attractive bit of card herd at Milford. Wednesday. Mr. ment of the society during the com- From Wednesday's Daily.

farmers from south of this city, was pork barrel and market. ing after some trading with the mer- FARM LOANS, at 5 per cent and 512 remedy is Burdock Blood Bitters. Ask is able to be up and around and soon per cent. No delays. T. H. Pollock. your druggist. Price \$1.00.

From Wednesday's Dally,

Schroder and the Tritsch family.

# HAS A 10TH GRADE CAN

county there would be found a more 39 to 19. The game was closely consatisfactory settlement of the question tested throughout the first half and Plattsmouth, Nebraska, at 10 a. m.,

### NEW PAPER IS LAUNCHED IN OREGON BY W. C. BINFER

The Journal has just received a copy of the Forest Grove (Oregon) Ex press, which has just been launched on the journalistic sea by W. C. Benfer, man, and the paper is of the usual bright, breezy type conducted by this able journalist and printer. The Express is a five-column quarto in size and is independent in politics, with socialistic leanings. May the new The officers and stockholders of the publication meet with the success it so well deserves.

### LAND FOR SALE.

120 acres, 4 miles southeast of Weeping Water; 100 acres plow land; Price \$110.00 per acre.

200 acres, 2 miles northeast of Waeash, Neb., good all-round farm, well mproved. Price \$150.00; good terms. I have many others that are good bargains. Write or call on me for what you want. John Colbert, Weeping Water, Neb.

To Arrange for Tournament,

John Toman were in Omaha Sunday day, February 17th.

Headche? Stomach "off?" A good he may continue to improve until he

Prof. W. N. Delzell of the commertial department was in Strang last Wednesday and gave an address at a natrons' meeting.

Reorganization of the editorial staff The Junior Guild of St. Luke's The Cullom Social club Saturday of the Normalite was made necessary y yesterday afternoon at the home of ful gatherings at the Philip H. Tritsch has so ably managed this school paper to sell the interests of said incompetent ng and discussing their plans for the party enjoyed themselves to the ut- necessary. Lewis Tyler of Auburn work of the society and their part in most. Games of all kinds were play- was elected to take his place, and

> W. H. Seybert and family, Charles but this is the first appearance this Keil and family, Frank Blotzer and year of the Girls' club. The program family, W. J. Hicks and family, Julius comprised the usual quota of college Helflicker and family, Lou Jordan, songs, but was characterized as usual George Pick, Mr. Holden, Hans by the predominance of music that is really good. There is some exception- tion therein. ally good material in the club this of January, 1916. year, but a great deal of credit is due to Dr. Hause, who gives so freely of his time and energy to the training of these singers. Miss Meyer of the voice department appeared in two of her splendid solos and in two ensemble numbers with the clubs. One novel and entertaining feature of the program was the ten-piece band. Only those who have heard one of Dr. Hause's concerts can realize what the

quality of the work is. Father William F. Rigge of Creighthe occasion 'was one of the most regard to the school districts having ton university lectured on Saturday evening to an appreciative audience. or some time and the afternoon pass- school, which allows these school dis- His topic was "A Glimpse of the d very rapidly in the enjoyment of tricts the right to demand six sections Universe," and with the nid of lantern (Seal) he general social good time which had of land for their districts, is one that slides he brought to his hearers a been provided for them by the hostes- is creating a great deal of trouble for clearer realization of many of the ses. The attendance was quite large, the county at the present time, as wonders of the heavens. The Science here being some seventy-five ladies there are several districts which are club, which was instrumental in bringpresent, and the event will long be asking that they be allowed to in- ing this learned man to Peru, was re- STATE OF NEBRASKA. very pleasantly remembered by every- crease their districts to hold the full cently organized and its membership in the Matter of the Estate of James one. During the afternoon Miss amount of land they are allowed under comprises students and faculty memtalked such a blue streak that Mary Gretchen Donnelly gave a most charm- the law. This, if carried out, will bers who are interested in the various

of increasing the size of the districts. the visitors were many times in the lead, but the Peru team succeeded in getting in some good team work in the

### A RESTRAINING OR-DER ISSUED OUT OF THE COUNTY COURT

From Wednesday's Dally.

ssued yesterday by County Judge Allen J. Beeson in the case of C. Lawrence Stull vs. John Long, in which the plaintiff desires to restrain the dian, parellel and adjacent to and on defendant from using or trespassing the north side of the Right-of Way on a tract of land adjoining the Platte river, and lot 4, NW quarter of section 36, township 13, range 13, which is the property of the plaintiff. The 5,000.00 worth of improvements. land in question on which Mr. Long is seeking to settle on, is formed by the waste from the river, which has gradually filled in and is now composed of quite a tract of land. The plaintiff claims under the law that this belongs to him as the owner of the adjoining land. Mr. Long, as the petition of the plaintiff states, has threatened to erect a house on the formed land, and the plaintiff seeks to have him restrained from any further use of the land. The matter of mak-A committee consiting of Prof. ing the injunction permanent will be James Janen, Frank Ashenbrenner and heard in the district court on Thurs-

George M. Hild Better.

George M. Hild, who has been con- 18 to 20 years experience is was reported yesterday afternoon as have property for sale. being slightly improved and his fam-Feel languid, weak, run down? ily and friends are very hopeful that be able to be with his friends again. Dollar for Your Goods.

ORDER TO SHOW CAUSE FOR LICENSE TO SELL REAL

ESTATE. District Court of Cass County, Nebraska.

Matter of the Application of of Emma Handrock, Incompetent, and Freda Handrock, Arthur Handrock Carl Handrock, Nettle Handrock, Reien Handrock, Walter Handrock Heien Handrock, Walter Handrock and Marguerite Handrock, Minors, for Leave to sell Real Estate. On reading and filing the petition

nly verified by Henry Snoke, Guardian the person and estate of Emma landrock, incompetent, sald minors and all persons interested chambers in the court house in the Cits the 6th day of March, 1916, at 1 granted to said Henry Snoke, Guardian sell real estate for the purpose above

terested in said estate by being pubished in the Plattsmouth Journa Journal being a newspaper said County, and of general circula-

JAMES T. BEGLEY, Judge of District Court. 1-31-3wks

NOTICE TO CREDITORS. In County Court.

STATE OF NEBRASKA. Cass County, 88. in the Matter of the Estate of Ben-Horning, Deceased: Notice is hereby given to the credit-s of said deceased that hearings will upon claims filed against said before me, County Judge of Cass nty, Nebraska, at the County Court Plattsmouth, n the 4th day of March, 1916, and on day of September, 1916, at 9 stment and allowance.

claims must be filed in said court or before said last hour of hearing Witness my hand and scal of said ourt, at Plattsmouth, Nebraska, this 8th day of January, 1916. County Judge. 1-31-4wks

NOTICE TO CREDITORS.

Notice is hereby given to the creditors of said deceased that hearings will be had upon claims filed against said Nebraska, at the County Court oom in Plattsmouth, in said County on the 14th day of February, 1916, and

Witness my hand and seal of said

NOTICE. Notice is hereby given that a meetthe districts and the application of the of Peru. On Thursday evening Peru ing of the Stockholders of the Buruniform levy for the schools of the won from York college by a score of lington & Missouri River R. R. Company in Nebraska, will be held in

> February 24, 1916. The meeting will be held for the election of nine directors of the comsecond half and seen outclassed the pany to serve until their successors are elected and qualified, and for the transaction of such other business as

may legally come before it. C. J. ERNST, Secretary. Omaha, Nebraska, January 5, 1916.

1-10-5wks-w

ROAD NOTICE. To All Whom It May Concern: The Commissioner appointed to iew and report on the expediency of establishing and locating a public road 40 feet wide, running across A temporary restraining order was the North East Quarter (NE 1-4) of Section Twenty-two (22), in Township Ten (10), North, Range Thirteen (13), East of the 6th Principal Meriof the Missouri Pacific Railroad Company, where said right-of way crosses said land, has reported in favor of the establishing thereof; and all objections hereto, or claims for damages, must be filed in the County Clerk's Office on or before noon on the 25th day of March, A. D., 1916, or such road will be established without ref-

FRANK J. LIBERSHAL, County Clerk. Done at Plattsmouth, Neb., this

15th day of January, 1916. 1-17-4 wks

### COL. WM. DUNN, AUGTIONEER

WEEPING WATER.

worth something to those who Satisfaction Guaranteed

I am always after the High