

Social Dance

—Given by Plattsouth Aerie No. 365—

FRATERNAL
ORDER



OF
EAGLES

AT COATES HALL

Saturday Night, April 28

—Everybody Invited—

A GOOD TIME ASSURED!

— SPRINGTIME — DANCE

Given by the K. S. Turner Girls at the

K. S. HALL

SUNDAY EVENING,
APRIL 29th

Everyone Invited to Come and Have a
Good Time!

Music by Plattsouth Orchestra

DANCE

GIVEN BY T. J. SOKOL GIRLS AT THE

T. J. HALL

Saturday, April 28th

Music Furnished by the Holly Orchestra

Admission 50c; Ladies Free

Dramatic Offering Sunday Afternoon

By the South Omaha Dramatic Club

Dance After the Play Everybody Invited

Buick Cars!

G. M. C. TRUCKS

SEE—

-J. H. McMAKEN'S SONS-

Watch this space for further particulars.

Michelin and Kelly-
Springfield Tires

REGULAR MEET- ING OF COMMER- CIAL CLUB

Large Audience Entertained With
Moving Pictures, Displaying "The
Troubles of a Storekeeper
and How to Overcome
Them."

The business men and clerks of the city who attended the meeting of the Commercial club last evening felt amply repaid in the splendid exposition of business methods shown by the film, "The Troubles of a Store Keeper and How to Overcome Them," which was prepared and exhibited by the National Cash Register company of Dayton, O., to show the difference between the old out-of-date methods and the modern systems which the cash register has made possible. The meeting was held at Coates' hall and the building was comfortably filled by the citizens, business men and clerks to enjoy the unusual treat afforded by the film, as well as the accompanying lecture by Mr. C. W. Miller, one of the efficient experts of the cash register company, who is touring the country in the interest of his concern and giving the public the benefit of the experience of the cash register company in handling their business and in improving the methods in all stores over the whole world through the use of the up-to-date methods. With the party appearing here were, C. W. Miller and E. Shalter, the motion picture operator, of Dayton; T. W. McClure, C. H. Sellis and H. O. Benford of the Omaha branch of the company, who motored down to look after the interests of their company and to attend the presentation of the film. The opening portion of the motion picture program was devoted to showing the origination of the National Cash Register company, and the gradual advancement along the lines that had brought success. Views of the surroundings of the factory of twenty-five years ago were shown against those of the present day, and also of the steps that the company has taken to assist in helpfulness, pleasure and education of their employes in all departments. The pictures throughout were very interesting and gave those who saw them a splendid lesson in the conduct of business along the most modern lines.

The story is an interesting one to all classes of merchants. While the film depicts the troubles of a grocery keeper, every retail merchant finds that he has experienced some, and in many cases, all of the troubles that are shown. It is an educational film, pure and simple, with very little of the advertising smack to it.

The first scene shows a grocery conducted along out-of-date lines. The proprietor and his clerks are not alive to their opportunities. They do not take proper care of the cash taken in, nor do they have a satisfactory system of caring for credit sales of goods. The inevitable result is shown. The store gradually goes from worse to worse, until finally, in a disheartened condition, the proprietor is about to give up.

While he is in this state of mind, an agent of the Cash Register company appears. He attempts to sell the merchant one of the company's latest model registers, claiming that the register will overcome all the difficulties the merchant is having.

The merchant is convinced that he does not need the machine, but in the face of this desire are the past-due bills of the wholesaler, notes at the bank coming due, and his possible inability to meet the next month's rent. He decides against purchasing the register, and in a further attempt, the agent requests an interview with his wife, who, like the merchant, sees the possibilities of the machine, but in addition to the difficulties her husband is experiencing, she is wanting a piano-player, an automobile, and some new furniture for the home. The agent, however, persists, and offers to visit the store-keeper's banker, wholesaler, and landlord, which he finally does. During this visit he succeeds in convincing them that it would be a good thing for the merchant to have this new store equipment.

Finally the sale is made and the cash register is installed in the store. The film shows how the agent not only installs his register, but holds schools for the clerks of the store, teaching them up-to-date business methods and from time to time visits the merchant to see whether he is getting all the benefits he should from the register.

The final scenes show the progress of the store operated under more advanced methods. Steady improvement is shown. The store is increased in size, more clerks are added, customers who left are returning and

prosperity seems to be assured for the future. The merchant has followed the advice of the agent, and has succeeded in building up a splendid business.

The film is an unusual one in many ways. It was prepared by the National Cash Register company at great expense, the original purpose being an educational campaign for the salesmen of the company. It was soon seen, however, that the film might be used to advantage in showing the merchants of the country how the troubles they are so often experiencing may be overcome by up-to-date methods.

DEITRICH KOESTER HAS FARM NAME REGISTERED

Deitrich Koester and Henry Wohlers of near Weeping Water were in the city for a few hours today looking after a few matters at the court house and visiting with their friends in the county seat. Mr. Koester, who is the owner of one of the largest stock farms in Cass county, while here had the name of his farm, "The Midway Stock Farm," registered in the office of County Clerk Libershal, and has the exclusive right to use of this name. The farm of Mr. Koester is located mid-way between Weeping Water and Avoca and the name is very appropriate to the fine farm, where so many fine cattle are raised each year. The "Midway Stock Farm" will be operated by Mr. Koester and son in the future.

SELL YOUR WHEAT TO MILLERS NEARER HOME

Joseph Malcolm, the Nehawka miller, was in the city last evening for a short time looking after the interests of his mill in the sale of the flour turned out, which is far in excess of the capacity of the mill and has been greatly retarded by inability to secure wheat. It has been found difficult by millers throughout this county to really secure sufficient wheat to manufacture into flour, and the shortage has held down the output of a greater part of them. It would seem a very good idea for the Cass county farmers when they have wheat to sell to dispose of it to the millers of the county to be turned into flour which can be used by the people of Cass county, instead of disposing of it to combinations that hold it and force the common people to pay a large and excessive profit on the wheat. The millers of the county are willing to pay the price for the wheat, and their purchase of it insures that the community will be better provided with bread-stuff in case of necessity. It is worth while thinking over by the farmers of the community.

MITCHELL CARS.

E. W. Thimman, of Murdock, proprietor of the Murdock garage, and Cass county agent for Mitchell automobiles, also agency for the Dodge Bros' cars for Elmwood, Stove Creek and a portion of Tipton precinct, was in Plattsouth Tuesday afternoon looking after some matters of business, and was a pleasant caller at the Journal office. Mr. Thimman recently erected a fine new garage building in Murdock and is prepared to look after a growing business in fine style. He has been selling his share of the cars in Cass county, and has also enjoyed a good garage business. We found him to be an excellent gentleman, one who is deserving of success in any line of business that he may venture into.

CHARMING LITTLE DAUGHTER.

Lee C. Sharp, owner of the Western Machine and Foundry company of this city, is wearing a very pleasant smile over the fact that he is a proud father. A little daughter made her appearance Tuesday at the hospital in Omaha, where Mrs. Sharp has been for the past week. The friends here will be pleased to learn that the mother and little one are doing nicely and Lee is feeling very happy over the addition to the family.

A Word to Mothers.

There seems to be more than the usual number of children suffering from measles, whooping cough and other children's diseases this spring. Do not neglect any cold, for a cold weakens the system and makes a child more liable to attack of more serious ailments. Foley's Honey and Tar relieves coughs, colds and croup. Sold everywhere.

ROSE COMB E. I. EGGS.

Best strain; fertility guaranteed; \$1.00 for 15; \$5 for 100, F. O. B. Union. Call or write, L. R. Upton, Union, Neb. 3-15-tfw

Guaranteed Raincoats!

Styles for women at \$2.95 and men at \$3.50 are the lowest prices at which we sell guaranteed raincoats—thus you can quickly see that it is quite unnecessary for you to be without storm protection.

Other styles for men

\$4 to \$20

Other styles for women

\$4 to \$18

C. E. Wescott's Sons

"EVERYBODY'S STORE"

Flag ties and flag pins.



FROM PERU NORMAL.

President Hayes attended a meeting of the state board of education in Lincoln the first of the week.

Miss Mutz, head of the art department, was in Omaha Tuesday on business in connection with the pageant.

Prof. George W. Brown will give an address at the Teachers' Institute in Dunbar Saturday.

Miss Iva M. Dunn spent Saturday and Sunday with friends in Lincoln.

The state normal board, under the direction of Prof. F. C. Smith, went to Nebraska City Monday to assist in an Arbor day celebration.

Considerable improvement has recently been made on the playground at the new training building, preparatory to installing modern apparatus. On Monday afternoon, in observation of Arbor day, the children did some effective work with rakes and hoes.

The material for the Peruvian, the senior class annual, is in the hands of the printer, 600 copies have already been sold. This year's edition exhibits several special features, commemorating the fiftieth anniversary of the school and of this state. It has been dedicated to the state of Nebraska and contains some interesting bits of history.

The debate on Monday evening with Midland college of Atchison, Kan., was one of the best ever given in Peru. The question, "Resolved, That the Monroe Doctrine Should Be Abolished," was upheld by Mildred Monia of Superior, Glenn Kelley of Lexington and Bryan Emmett of Jordan, S. D. They did excellent work, and although opposed by a strong team, the decision was rendered in their favor. The team was coached by the Rev. P. B. Cope, pastor of the Christian church, who is receiving much praise for his efficient work.

Strayed—Boston Bull Terrier dog; female. Anyone knowing anything as to its whereabouts, call Phone No. 554.

ENJOYS PLEASANT TRIP.

Yesterday John R. Pearson, wife and son, John, jr., motored up from their home at Table Rock, Neb., for a short visit here with Mrs. Mary Allison, mother of Mrs. Pierson, and report a very pleasant trip, with good roads and most pleasant weather. Mr. and Mrs. Pearson have just returned from a trip through the south, visiting New Orleans and various points in Alabama, Mississippi, Georgia and Florida. While in the south they were caught by a cold wave that visited that section for the first time in twenty-five years, and in New Orleans the cold was sufficient to freeze ice, which is unusual for that locality. Mr. Pearson states that in Florida a great many of the orange groves were affected by the cold snap and caused a heavy loss to the owners.

August Salberg and son, Frank, of Cedar Creek, motored to this city this morning for a short visit with friends, and to attend to some important business matters. Mr. Frank Salberg was a pleasant caller at this office.

Striking the Balance 'Twixt Riot and Quiet!



—Midway between staid and spirited clothes, are youthful clothes.

—Youthful clothes mean lively clothes—clothes with zest and snap and vigor—exactly as these characteristics and ideas have been transmitted into

KUPPENHEIMER
CLOTHES

—The belted models are to-day the modern man's version of the "Glad-I'm-alive" feeling.

—There are many happy a thought expressed in the other models too—in the sack suit and patch-pocket styles and in fabrics that blend so splendidly with the mood of the man who moves forward.

\$25.00 \$30.00 \$35.00

—Quality at these prices, too—not apologies. Compare!

Philip Thierolf
VALUE GIVING CLOTHIER

The Kuppenheimer House in Plattsouth