

The Plattsmouth Journal

PUBLISHED SEMI-WEEKLY AT PLATTSMOUTH, NEBRASKA
Entered at Postoffice, Plattsmouth, Neb., as second-class mail matter

R. A. BATES, Publisher

SUBSCRIPTION PRICE \$2.00 PER YEAR IN ADVANCE

A PROMISE OF THE LORD

Wherefore come out from among them, and be ye separate, saith the Lord, and touch not the unclean thing; and I will receive you, and will be a Father unto you, and ye shall be my sons and daughters, saith the Lord Almighty.—II Corinthians 6:17-18.

A smile is the same in all languages.

The baby and the radio always do the cutest things after the company have gone.

Has anyone called you a "scowflaw" yet? If so, did you feel properly insulted or humiliated?

Where are the kings of yesterday? Some are dead, some exiled, and one is sawing wood at Doorn.

It will be some time before another secretary of the interior gives away anything looking like a kitchen utensil.

A good many farmers are settling the agricultural problem by moving to town. If enough do it that will settle it.

Mr. Bok declines to say how much money he has spent on his peace plan. Probably he hasn't balanced the budget yet.

We will have to worry along another week with the weather bureau's guesses on the weather. After Groundhog day we will have a reliable forecast.

The old nightshirt has disappeared—everybody wears pajamas now," says a news item. Beats all how much these reporters fellows know nowadays, doesn't it?

Mr. Ford has not announced what he intends to do with the little red school house he attended when he was a boy. He may wish to put a match to it and watch it burn, thus realizing a boyhood ambition.

A professor of economics says that "the only revolution anywhere in the world that amounts to a hill of beans (you can guess where his school is) is taking place in the United States." He must have recently built a house.

Evidently everybody ought to be satisfied. The republicans decided to hold their convention at Cleveland in order to be near the Canadian border, and the democrats picked New York on account of its proximity to the 3-mile limit.

"Keep Coolidge" is announced as the official slogan for Cal's campaign by Generalissimo William D. Butler. Since Generalissimo Butler has O. K.'d punning it should be all right for us henceforth to refer to him as our national cal conductor.

Mr. Bok says the peace prize competition was his own private affair supported by his own funds, and Mr. Sinclair says the Teapot Dome affair was similarly his private affair financed by "my capital, which I can play as I choose." Here is a chance to see how many partions will spring to the defense of one principle in two instances.

Mr. Bok meant to do his country a good turn, but he is being heckled and investigated by congress and lawyers as if he had fallen into intrigue and conspiracy after the manner of Aaron Burr. Mr. Bok may be a misguided idealist; but he really isn't a traitor or a rascal. He is a very high type of gentleman, with a genial and wholesome regard for the interests of the human race. We hope that the senate doesn't demand his deportation to Holland.

We acknowledge the receipt of a pamphlet of views in California sent by our good friend Hilt Wescott who went to Los Angeles on the announcement of the serious illness of his father, who died before he reached that city. The death of Father Wescott was a great blow to the sons and Hilt has been with his dear old mother ever since in an effort to pacify her in the dark hour of bereavement. Hilt reminds us he will be home soon. Thanks, Hilt, for your gentle reminder of true friendship.

LINES TO REMEMBER

Bad temper is its own scourge. Few things are bitterer than to feel bitter. A man's venom poisons himself more than his victim.—Charles Buxton.

Call 1924 a wonder year, because its February has five Fridays.

A lot of those keynote speeches we hear nowadays seem only to produce discord.

Opportunity should be met face to face because it can never recognize your back.

Pride goeth before, but Attorney General Daugherty is in no hurry to go after a Fall.

There are now three tax plans, none of which is able to report anyone who is willing to be taxed.

Having heard a young man say it was all right to kiss and make up, if you didn't mind the taste of the makeup.

It is doubtful whether the slogan "Keep Cool With Coolidge" is going to be effective in the heat of this year's campaign.

A census of the United States senate shows that a clear majority of the members are church members. Regular or insurgent?

And now is the time to get rid of petty politics and get after the big accomplishments that will mean something to the people.

The government will investigate reports that there is a huge oil field in the Arctic regions. How do they get their oil up there—quarry it?

Attorney General Daugherty don't want to prosecute his friend Fall, Friend or foe that commits crime should be made to pay the penalty.

If George Washington were alive today, the senate investigating committee would have him on the carpet to explain about that cherry tree business.

To keep the neighbors from worrying, it has been suggested that the words "Paid for" be painted on the spare tires of all motor cars not mortgaged.

One man comforted himself about the cold weather with the reflection that if he couldn't have highballs any more he could at least have a few snowballs.

A western man and his wife ran against each other for mayor of their town. We didn't note who was elected, but we have an idea who is running that town now.

Now that there is a labor government in Great Britain, the king may put in a bill for overtime on occasions requiring his presence on the throne after 5 o'clock.

Some persons may be surprised to learn that the British labor government contains two or three peers, but it must be remembered that even British labor is British.

It seems that the reason the chamber of deputies can't fire Poincare is that every time they start something he threatens to resign on them and so of course they can do nothing.

If the democratic party has vision and courage, the overshadowing issue in the next campaign will be the revival of constitutional government in America. Back to the constitution!

Psychologists tell us that many of our fears are really masks for other fears that we do not know we have. For instance, a man may be afraid of the dark, when in fact, he is only afraid of something he has seen or imagines he has seen, some in the dark. However, it does not follow that all our fears are masks for unknown terrors. Some men who are afraid of their wives really are afraid of their wives, and are afraid of one else.

ADVERTISING

Cutting down on the advertising appropriation when business is dull is like cutting down on the cow feed when the milk runs short.

This is so true it scarcely needs to be emphasized. When business is dull, it is logical to conclude that all want to make their money buy as much as it will, and that they are, therefore, looking for bargains. No buyer has ever yet looked for bargains in a place that does not advertise them. The logical conclusion is that the merchant who has bargains to offer will advertise the fact in order to obtain trade.

It is no argument to say that the people have no money and that, therefore, it is useless to advertise. The people have money. They may not have as much some times as they do at others, but they have some, and they must have at least some of the things the merchants sell. They cannot get along forever without buying.

What is the result? Every one begins to look around to see where he can get the most for his money. Naturally he looks over his newspaper to see what is being offered, by whom and at what price. He is hunting the place where his dollar will have the greatest purchasing power. He has sense enough to know that the man who advertises is not making him pay the advertising bill. On the contrary, he knows that the man who does not advertise, due to the absence of trade, is paying the advertising bill of the merchant next door who gets the trade.

When business is dull and people have less money to spend than usual, it is the time for the merchant to place before the buying public such inducements as he has to offer. When the cow shows signs of giving less milk the owner gives her more feed; he does not cut down on it. He does something that will cause her to give milk.

The lesson for the merchant to learn—that is for those who have not already learned it—is that when business is dull feed it; so the proper feed is advertising.

The merchant who cuts his advertising bill on account of the dullness of business is contributing to the dullness instead of livening up business.

MAKING THE RADIO FAN PAY

Ever since the beginning of the present enthusiasm for radio entertainment, ever since the band concerts and the broadcasting programs and the bedtime stories commenced to dispute with the dots and dashes of code signaling for the rights of the evening air, the radio enthusiast has needed to make but one expenditure, the original cost of his receiving equipment, to bring into his home, week after week, an unending round of music, instruction and amusement. "Free as the air" the radio voices are, indeed, and one of the chief non-mechanical problems of the industry which has sprung up out of the enormous interest in wireless telephony has been to devise some way of making the consumer pay for the waves his aerial snafes for him.

Up to the present, the radio programs have been given, for the most part by the manufacturers of radio equipment, and by others who expect to profit by a novel form of advertising. The listener-in buys a cheap set first, and then, filled with an ambition to hear the stations just beyond, he discards it and gets a stronger and more expensive one. It is this demand that has enabled the broadcasters to meet the steadily mounting cost as programs become more elaborate. Now, like the automobile men, the radio trade fears the bogey of a "saturation point." Who will pay for the programs after that is reached?

Secretary of Commerce Herbert Hoover, who has taken a great interest in the whole radio field and has settled quite a few of its problems, thinks the answer to the question is to be found in the success of the experiments of a lighting company in New York. The company's wires pick up the programs anyway, and the company rents to its consumers attachments adjustable to an ordinary light socket, and the concert may be turned on at will. The method is not new, of course; it was invented and patented by an American army officer several years ago. This electric company is merely the first to make general use of it. And it is the only plan thus far devised that makes possible a regular charge for the programs.

Though it is not expected that the great army of radio fans hail and welcome the discovery of some sure way of assessing them for their entertainment, a good many others feel that such a plan for a higher standard of programs and bring within their reach a great many possible attractions not now available. The Actors' Equity association, for

instance, has recently forbidden its members to broadcast without remuneration. Song writers are demanding royalties, orchestras require salaries, some news services refuse the use of their dispatches. So the hunt will continue, probably, until the radio follower, like the movie goers and the baseball fan pays his way in full.

SHIPS THAT TALK

Half a dozen cruisers and destroyers flying the American flag off Vera Cruz will speak louder than proclamations to Mexican rebels tempted to play havoc with foreign commerce. They speak of guns and guns constitute a universal language understandable even in the dumbest circles. There are things the United States will not tolerate in the disorderly realms of this hemisphere.

If Obregon finally rides out the storm that now besets him he will owe to Washington the gift of survival. Not only has this government sold him munitions and refused his enemies permission to buy munitions in this country, and then given Obregon permission to march his troops a short cut across American territory but it now sends a detachment of fighting naval vessels to make a demonstration outside the rebel stronghold.

Being a neighbor to a household perpetually in turmoil involves responsibilities that cannot very well be avoided. Americans generally know little about what has been going on in Mexico in recent months, the occasional reports being unsatisfactory and often contradictory. The American government, however, has not hesitated to espouse the Obregon cause. It may possess more information than the general public has. Clearly, the Mexican insurrectionists are within their rights in rebelling against Obregon if they think the situation merits so drastic a step.

They must not, however, jeopardize American lives or interfere with legitimate American interests in the interior. The United States would naturally look to Obregon to furnish protection, but in the present case he is obviously unable to control events over a considerable portion of his country. It is useless to appeal to the rebel leaders through diplomatic channels. But they cannot fail to understand the threat being the visit of the naval detachment now off for Vera Cruz.

TWELVE DOLLARS

Twelve dollars out of every \$100 is too much to pay for government in America, but that is the price we are paying. Money lenders who charge 12 per cent are accused of usury. Industries which earn 12 per cent know that they are prospering mightily. Bonds are earning all the way from three to seven per cent. It would break industry and government to pay 12 per cent interest on bonds.

Yet 12 per cent of the income of the American people goes to pay the cost of government, federal, state, county and municipal. Politicians who ridicule taxpayers for demanding relief are not wise or foresighted. They are playing with dynamite.

The man who drinks liquor now is to be known as a "scowflaw." And, it is feared, a lot of folks will bear up as best they can under this wearing epithet.

After all these years of people being satisfied with the old time religion, a few modern preachers have to come along and try to shoot it full of holes with oratory.

NOTICE TO CREDITORS

The State of Nebraska, Cass county, ss. In the County Court. In the matter of the estate of Samuel L. Furlong, deceased. To the creditors of said estate: You are hereby notified, that I will sit at the County Court room in Plattsmouth, in said county, on the 26th day of February, 1924, and on the 26th day of May, 1924, at 10 o'clock a. m., each day, to receive and examine all claims against said estate, with a view to their adjustment and allowance. The time limited for the presentation of claims against said estate is three months from the 26th day of February, A. D. 1924, and the time limited for payment of debts is one year from said 26th day of February, 1924. Witness my hand and the seal of said County Court, this 24th day of January, 1924. ALLEN J. BEESON, (Seal) J28-4w. County Judge.

NOTICE OF SALE ON EXECUTION.

In the District Court of the County of Cass, Nebraska.

Bank of Commerce, a corporation, plaintiff, vs. Wm. B. Spence et al, defendants.

Notice is hereby given that under and by virtue of an execution issued by James Robertson, Clerk of the District Court, within and for Cass county, Nebraska, on a judgment obtained by Bank of Commerce, a corporation, against the said William B. Spence, at the March, 1922, term of the District Court within and for Cass county, Nebraska, in the sum of thirty-nine hundred fifty and 66/100 (\$3,950.66) dollars, with interest at 8 per cent per annum from March 21, 1922, and costs amounting to one hundred twenty-three and 79/100 (\$123.79) dollars and increased costs, and levied upon an undivided one-half interest of corn in crib on Section thirty-two, (32) Township twelve, (12) Range twelve, (12) Cass county, Nebraska, as the property of the said William B. Spence, subject to a prior levy on said corn under execution issued in favor of the Bank of Waverly, a corporation, I will offer for sale on said premises to the highest bidder for cash, on the 1st day of February, 1924, at 10 o'clock a. m., the undivided one-half interest of the said William B. Spence in said corn so levied upon, subject to said prior levy to satisfy the amount due on said judgment. Said sale will be held open for one hour. Dated this 21st day of January, A. D. 1924.

E. P. STEWART, Sheriff of Cass County, Nebraska.

J21-2w.

NOTICE OF INCORPORATION THE SHELDON MANUFACTURING COMPANY.

Notice is hereby given that George C. Sheldon, Roy G. Kratz, Arthur Dobson, W. G. Humphrey and A. G. Schreiber have associated together for the purpose of forming a corporation under and by virtue of the laws of the State of Nebraska.

The name of the corporation shall be "The Sheldon Manufacturing Company."

Principal place of business, Nehawka, Nebraska.

General nature of business, the manufacture and sale of concrete mixers and articles incidental to the making and using of concrete, the sale of machinery manufactured by others and the manufacture and sale of other products. Corporation shall have power to acquire, own, sell and convey real and personal property, borrow money and execute its personal notes therefor, and secure the payment of same by pledge of its property by mortgage or otherwise.

Amount of capital stock authorized Twenty-five Thousand (\$25,000.00) Dollars, divided into shares of One Hundred (\$100.00) Dollars each. The stock may be paid for either in money or personal property and shall be non-assessable, but shall not be issued until paid for in full.

Time of commencement of corporation shall be when these articles are filed in the office of the County Clerk of Cass county, Nebraska. The corporate existence shall terminate fifty years thereafter, unless sooner dissolved as herein provided.

The highest amount of indebtedness or liability to which the corporation is at any one time to subject itself, shall not exceed two-thirds of the capital stock.

Affairs of corporation to be conducted by a Board of Directors of not less than three nor more than seven members, to be elected at the annual meeting of the stock holders held at the principal office of the company on the first Monday of January in each year. Directors shall hold office until successors are elected and qualified. Board of Directors shall elect a President, one or more Vice Presidents, a Secretary and a Treasurer.

Corporation may be dissolved by affirmative vote of a majority of the outstanding stock.

Board of Directors have power to adopt by-laws for the conduct of the business and regulation of the corporation affairs. Stock holders may by majority vote, alter, amend or repeal said by-laws, and by-laws made by the stock holders shall not be repealed or amended by the Board of Directors.

These articles may be amended at any annual meeting of the stock holders or any special meeting called for that purpose by a vote of a majority of the outstanding stock.

Dated at Nehawka, Nebraska, August 10th, 1923. GEORGE C. SHELDON ROY G. KRATZ ARTHUR DOBSON W. G. HUMPHREY A. G. SCHREIBER.

J24-4w.

Automobile Painting!

First-Class Work Guaranteed! Prices Reasonable Mirror Replating and Sign Work! A. F. KNOFLIGEK, Phone 592-W, Plattsmouth

NOTICE OF SALE ON EXECUTION.

In the District Court of the County of Cass, Nebraska.

Bank of Waverly, a Corporation, plaintiff vs. W. B. Spence and John R. Heller, defendants.

Notice is hereby given that under and by virtue of an execution issued by James Robertson, Clerk of the District Court within and for Cass county, Nebraska, on a transcript of judgment, wherein Bank of Waverly, a corporation, obtained judgment against the said W. B. Spence at the September A. D. 1921 term of the District Court for Lancaster county, Nebraska, in the sum of \$502.12, with interest at 8% per annum from November 18, 1921 costs amounting to \$45.73 and increased costs, and levied upon corn belonging to the said W. B. Spence in crib located on the southeast quarter of Section 32, Township 12, Range 12, Cass county, Nebraska; that I will offer for sale on said premises to the highest bidder for cash on the 1st day of February, 1924, at 10 o'clock a. m., said corn as levied upon as the property of said W. B. Spence or so much thereof as is necessary to satisfy the amount of said judgment now in the aggregate \$557.85, and costs \$45.73 and increased costs. Said sale will be held open for one hour.

Dated this 11th day of January, A. D. 1924. E. P. STEWART, Sheriff of Cass County, Nebraska.

SHERIFF'S SALE

State of Nebraska, County of Cass, ss.

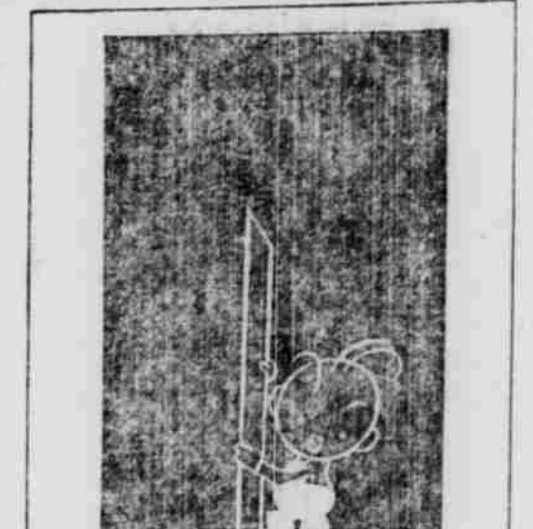
By virtue of an Order of Sale issued by James Robertson, Clerk of the District Court within and for Cass county, Nebraska, and to me directed, I will on the 1st day of March, A. D. 1924, at 10 o'clock a. m. of said day at the south front door of the court house in Plattsmouth in said county, sell at public auction to the highest bidder for cash the following described property, to-wit:

Lots one (1) and two, (2) in Block thirty-nine, (39) in Young & Hayes Addition to the City of Plattsmouth, Cass county, Nebraska.

The same being levied upon and taken as the property of Frank Detlef and Amelia Detlef, defendants to satisfy a judgment of said Court rendered by The Standard Savings & Loan Association of Omaha, Nebraska, plaintiff against said defendants, Plattsmouth, Nebraska, January 22nd, A. D. 1924.

E. P. STEWART, Sheriff of Cass county, Nebraska.

O. W. JOHNSON, Attorney. J24-5w



Here is that different wallboard. Made from rock—not wood, pulp or paper. It will not warp, shrink or buckle. It is solid, rigid, fire-proof and permanent. Use it for walls and ceilings in new construction and repairs.

SHEET ROCK the fireproof WALLBOARD Ask your lumber dealer for a sample

FOR SALE

R. C. Rhode Island Red cockerels at \$1.50 each.—Mrs. Julius Reinke, South Bend, Neb. d10-2mo.w

Private Money to Loan

on Cass County Farms T. H. POLLOCK Farmers State Bank Plattsmouth

-Public Sale!-

Monday, February 4th

See Bills! Same Property!
Same Place! Same Parties!
Lunch at 11:00 A. M.
Same Terms! Come and get what you want!

-Public Sale!-

H. E. RASP, Owner

Farm Loans!

5½ INTEREST (either 10 or 20 years) RATE FOR IMMEDIATE, OR MARCH FIRST CLOSING. NO COMMISSION. NO LAND BANK STOCK TO BUY. NO EXAMINATION OF ABSTRACT FEE. To insure yourself of this low rate, applications must be in my hands not later than Tuesday, January 29th. Call, write or see me at once.

H. J. STUTT, Nebraska

State Farmers' Insurance Co.

A. E. Agee, President J. F. McArdle, Sec'y

Offers best policy and contracts for least money. Cheapest and best insurance company doing business in Nebraska. Pays all losses promptly. Over 5,000 members. Organized in 1895. Insurance in force, \$60,000,000.

CALL ON OR WRITE L. L. DIENSTBIER 2615 Harney Street Omaha, Nebraska