

The Plattsmouth Journal

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R. A. BATES, Publisher

SUBSCRIPTION PRICE \$2.00 A YEAR IN FIRST POSTAL ZONE
Subscribers living in Second Postal Zone, \$2.50 per year. Beyond 600 miles, \$3.00 per year. Rate to Canada and foreign countries, \$3.50 per year. All subscriptions are payable strictly in advance.

All the foreign countries now seem to think our open-door policy extends to the mint.

Children are travelers newly arrived in a strange country; we should therefore make conscience not to mislead them.

The greatest thrill a man past 40 gets is when he runs across an old photograph of himself wearing about seven long curls.

If the "red" menace and the "yellow peril" do engage in war, it will be enough to make the remainder of the world feel blue.

Rumblings of a volcano were broadcast recently. That ought to help radio listeners prepare for the Democratic convention.

The life saving squad probably will be worked to death for some time using the pulmotor on the New Year's resolutions in an effort to save them.

"Half the world doesn't know what the other half wants," remarked a clerk in a store Saturday, as she completed her day of exchanging Christmas presents.

Some of the house Democrats have a novel idea for raising government revenue. They wish to tax motor cars and gasoline. Why has no one thought of this before?

The secretary general of the Fascist party, in an address at Milan, suggests that the nation adopt as a slogan, "Mussolini is always right." And here we've been thinking all the time that no one was allowed to believe otherwise, anyway!

The fellow who is always hunting an argument hates to have you admit he's right when he first makes a statement.

The feeling against kidnappers is by no means confined to this part of the country. The Toledo Blade says electrocution is too good for them.

When the news went out that a Kansas man was charged with bigamy for marrying two telephone girls, a local man remarked, "Wrong number."

We suppose the Japanese war office assured its constituents that it was a war to end wars, and so it appears to be, at least as far as Manchuria is concerned.

According to the present outlook, no radical changes will be made in the football rules this year, and the radio announcers will have another year to learn them as they are now.

A California scientist has perfected a device to take the wrinkle out of the prune. But the Pittsburg Headlight points out that the wrinkle is not the prune's most objectionable feature.

Paul Verlaine, the celebrated French poet, once began his talk on modern French poets, by saying: "As there is only one modern French poet of any importance, I will now talk about myself."

"Come on and get us; we're dead," shouted the Springfield desperadoes, when they decided the jig was finally up. Which, we blush to confess, immediately struck us as being a new and better variant of the old line, "Nobody here but jest us chickens."

It now is reported from Germany that vitamin D is isolated, and obtainable in pure form, so maybe we won't have to eat the spinach to save our teeth after all. On the other hand, it's unfortunate that it's over in Germany—very likely we've got a stiff tariff on it.

A review shows that last year was a big one for the women, a large number of them winning distinction and glory in all sorts of activities. Among them may be mentioned Jane Addams, Ruth Nichols, Helen Moody, Hattie Caraway and Emma Woolley and we hasten to add Empress Eugenie.

We note that our state department in Washington is being "very firm" with Tokio, in the matter of the attack on the American consul in Mukden. Our state department's firmness with Tokio is a scene that we trust the news movies will spare us; what with "Frankenstein" and "Dr. Jekyll," we've had about all the filmed brutalities our nerves will stand for the present.

We were considerably excited over the announcement the other day of a new preventive against tooth decay, until we found that it was largely a matter of diet; because then we knew that the diet was largely a matter of vitamin D, and that vitamin D was largely a matter of spinach. And that left the discussion, as far as we can see, about where it was when it started.

In time of financial depressions and other trouble get out the old family Bible and read it if you are seeking advice. Right now you are tempted to take what little money you have and bury it, at least to hold it on of circulation. Turn to the twenty-fifth chapter of St. Matthew, fourteenth verse and finish the chapter. See what happened to the man who said, "I was afraid and went and hid thy talent in the earth."

LIQUIDITY OR STEAM?

Breathes there a man with mental faculties so comatose that he has not heard through the year just closed the crescendo of the business advisers' chorus chanting, "Liquidity and yet more liquidity?" To be "liquid" in the financial sense, you must have cash where you see it or hear it rustle or tinkle. In the United States at least the individual has more than done his part. A billion of cold dollars, economists say, are sequestered in walls, fireplaces, old clothes, sugar pots and cubbyholes, awaiting the dissipation of fear.

Bank vaults are sagging with gold and greenbacks, awaiting possible demands. Apparently never have banks in general been so liquid. The business man and corporation, too, have scrambled for cash. "Window dressing," this effort to make a good cash showing is called. It is the putting on of the financial starched shirt—a fashionable procedure for all who have balance sheets.

In the stock markets, also, liquidity has run riot. Out of twenty-five active sessions during December, sixteen showed declines, industrial averages dropping twenty points. Bond prices have suffered even more, as trusts and institutions have felt obliged to sell in this far-flung process of "maintaining liquidity."

Now, of course, liquidity may be preferred to the congealed character of that well-known figure, the "frozen asset." Nevertheless, it takes more than liquid to turn the wheels of modern business—at least since industry has advanced from the waterwheel to the steam turbine. It takes steam to generate business electricity. And in terms of finance that steam is credit.

Hence the interest of the Hoover administration in organizing emergency credit facilities. The big National Credit Corporation, said to have been suggested by bankers and brought into existence by the President, is functioning and aiding many disquieting situations. The Reconstruction Finance Corporation, bulwarked by \$2,000,000,000 of government funds, may soon be pouring its revivifying credit flood into the business channel. Government capital of \$100,000,000 for support of farm mortgages through the Federal Land Banks appears to be assured. The railroad rate pool probably will be operating in January, assisting the weak railroads.

Thus the Government is providing the credit machinery. To get up steam it calls for the fuel of business initiative. Emphasis upon liquidity has chilled the pipes when there was already too much cold water in the boiler. Credit expands only in the warmer atmosphere of confidence—not merely confidence of men in each other's integrity. Finance must come out of the age of millponds and waterwheels. What business needs is to get up steam.

THE FINNS TURN REALIST

In view of the disappointment everywhere over the failure of prohibition as a means of dealing with the liquor question the result of the referendum in Finland was not surprising. The emphasis with which the Finnish people rejected its 12-year-old experiment, however, was hardly anticipated. Repeal was voted by a vote of about two and a half to one, the supposedly dry rural north turning thumbs down only a little less decidedly than the wet urban south.

The woman's vote, tabulated separately from that of the men, was an interesting, if not surprising feature. The guardians of the home and the alleged chief sufferers from intemperance voted nearly two to one for repeal. The total feminine wet vote was in fact greater than the total dry vote of both men and women. The masculine wet vote was merely so much "velvet" for the anti-prohibition side.

Equally interesting is the unanimity with which the electorate rejected light wines and beer modification in favor of outright repeal. Less than 1 1/2 per cent of the total vote was for modification.

The experience of Finland with prohibition has been not unlike our own. Notwithstanding that it is a comparatively small country with a small, homogeneous population and a powerful sentiment in favor of temperance the law failed to accomplish its purpose of promoting sobriety. Instead it led to the same excesses we have experienced, rum running, moonshining, bootlegging and clandestine drinking by youth. The Finnish people apparently concluded that it was a condition and not a theory with which they were confronted and they voted, not for an era of drunkenness, but for dealing with the liquor problem in another way.

The Finnish decision has no particular bearing on the problem of the United States, except as it offers us an example of how others attempt to deal with the question. Our problem is still our own to be dealt with as we shall ultimately see fit. The dross will no doubt attempt to minimize the significance of the result and the wets to magnify it.

All we know with a reasonable degree of certainty is that there has been a considerable drift of public opinion away from prohibition. All the signs point to it. As the memory of the evils of the old saloon grows dimmer the disposition increases to judge the question from the standpoint of the present rather than the past. We are not, as may sometimes appear, divided into just two camps, one of which wants to drink while the other wants to prevent it. There is at least one other great section of the American people which wants neither the abuses of the saloon system as we knew them prior to 1917 nor the abuses of prohibition as we know them today. It would like to have the liquor problem dealt with in some manner to promote sobriety and temperance and it would like to have it settled in such fashion that questions of political and economic importance can be settled without forever being plagued by this social and moral intruder.—World-Herald.

BREAD FOR PEOPLE WHO NEED IT

A house committee is assured that the Red Cross will undertake distribution of farm board wheat which congress may authorize for use of those in need this winter. That disposes of the most practical objection that could be brought against this proposal, the means by which the grain actually could be made to reach the people who require assistance. The farm board is agreeable to the arrangement, but takes the reasonable position that it should be compensated for whatever wheat is thus withdrawn from its stabilization.

The proposal itself is humanitarian, and its principle is not to be questioned on the ground that the action would establish a bad precedent. If people are hungry and the means of relief are at hand, it is no time to haggle over precedents or to waste words over any sort of pretext. The suggested use of this surplus grain has grown out of a belief that a genuine need exists in certain localities that cannot be met by the local relief agencies. If this is true—and the Red Cross is in a position to know—that organization can be depended on to distribute whatever flour may be required for the regions in need. The thing to do is to make the assistance available and leave the question of precedent to take care of itself.

We had heard that the hospitals, surgeons, specialists and nurses had noticed a general wave of good health, as early as July, but as we recall the conversation, they were calling it a depression.

HOW HAVE THE RICH GROWN ANY RICHER?

Senator Norris draws an indictment against the republican administration, with particular reference to President Hoover, declaring that the management of the government has been a failure, and predicting that President Hoover will be retired by an overwhelming majority.

One of the statements the senator makes appears to be rather difficult to prove. He says: "Under his rule (Hoover's) the rich have grown richer and the poor have grown poorer."

Where are the rich who have grown richer? Secretary Mellon would like to find them so as to set his tax collectors upon their trail and exact money from them with which to run the government. The reviews of the year are being published, tables of stock market values and other statistics to show where the rich are. If the rich owned stock market securities they certainly did not become richer in the past year and they would be much happier if they should see values back to the level of even three years ago.

After the panic in the late months of 1929, security prices recovered somewhat. Most of the shares were quoted at some time in 1930 at double the closing prices for the year 1931. The rich surely did not become richer if they bought stocks, even after the 1929 panic.

Unemployment of labor has been the subject foremost in the mind of the country for the past two years. To assume that distress of labor has afforded any comfort to the owners of capital is absurd. When the worker loses his job because the plant is closed down, the owner of the plant doesn't make any money. His property ceases making profits. Assuming that the owner of the property represents "the rich" in Mr. Norris' calculations, it cannot be said that he has grown richer during the period of curtailed production, reduced earning power and decreased dividends. Where there have been reductions in wage distributions, there have been greater reductions in profits to the others. Unemployment of capital, due to idle machinery, has imposed a hardship, although it has been less widely publicized than unemployment of labor.

Senator Norris' reference to the rich getting richer during the period of business stagnation, unemployment, wage cuts, short hours of work, reduced or omitted dividends, looks more like an effort to inflame class hatred than to do something constructive.—Beatrice Sun.

TO SIMPLIFY AND SAVE

Plans for reorganizing the bureaus and departments of the United States Government have a notoriously high mortality rate. Strong vested interests resist every effort to reshuffle the public services. But the discouraging record of such proposals does not doom in advance the recommendations for reorganization President Hoover is shortly expected to make. For today the necessity for economy exerts a powerful leverage in favor of any endeavor to simplify—and save.

It is understood that Mr. Hoover's first effort will be to obtain consolidation of all federal agencies engaged in construction work, except that

BAYER ASPIRIN

is always **SAFE**



Beware of Imitations

GENUINE Bayer Aspirin, the kind that doctors prescribe and millions of users have proven safe for over thirty years, can easily be identified by the name Bayer and the word genuine as above.

- | | |
|-------------|-----------|
| Headaches | Neuritis |
| Colds | Neuralgia |
| Sore Throat | Lumbago |
| Rheumatism | Toothache |
- Aspirin is the trade-mark of Bayer, manufacturer of monosodium salicylate.

which is of a strictly naval or military nature. This is a favorite project of the President, and he has urged it, without result, in several messages to Congress. This year, however, he is likely to find a new ally in a tax-conscious public. If this plan is accepted, it is expected that the President will propose also that all bureaus and boards charged with the administration of shipping and related interests be centered in the Department of Commerce.

Both projects are intended to simplify rather than to reduce the federal services concerned. Indeed, co-ordinated efficiency is as much an object as is economy. And measures of this kind already put through by the present Administration afford effective arguments for further efforts along the same line.

The President reports that by the consolidation of the agencies administering pensions and the care of veterans between \$10,000,000 and \$15,000,000 is being saved annually.

This record should encourage Congress to consider carefully any proposals the President may make for simplifying and saving. Too much should not be expected from such projects. The possible economies are slight in comparison with the vast federal deficit. But the very vastness of that shortage makes even small economies imperative.

WASTE IN MAILING LIST

Many a direct mail advertising communication is buried in the dead letter office. According to Burton G. Cows, superintendent of the division of dead letters, postoffice department, these advertisers wasted 325 thousand dollars in the fiscal year of 1931 because they used obsolete mailing lists and failed to use return addressed envelopes.

During the year the dead letter division received 6,450,160 letters containing advertising matter, about one-third of all the dead letters in a year. These represent only the first class matter. There was a still larger amount sent under third class postage and destroyed at the local post-offices because of insufficient address. No record is kept of these.

Thus advertisers who use mailing lists wasted hundreds of thousands of dollars last year in their efforts to reach prospects. This is only a small proportion of the actual loss. While millions of these circular letters were disposed of by the post-office, millions more were quickly deposited in waste paper baskets by the recipients.

This type of advertising is like aiming in the dark. There is no certainty that the letter will ever reach anybody, and the chances are big that if it does, the person so favored will not be interested. Yet advertisers continue to utilize old mailing lists and will even circularize the same parties month after month, although there may never be a reply, although the addressee may have moved years ago.

It is a costly practice. Much better is newspaper advertising with its known direct appeal to thousands of readers, reaching those who are interested, who are in the market, and who are not offended by the intrusion, as with mail.—Miami Herald.

If you want to sell anything, try a Journal Want-Ad. The cost is small.

SHERIFF'S SALE

State of Nebraska, County of Cass, ss. By virtue of an Order of Sale issued by C. E. Lodgey, Clerk of the District Court within and for Cass county, Nebraska, and to me directed, I will on the 6th day of February, A. D. 1932, at 10 o'clock a. m., of said day, at the south front door of the court house, in the City of Plattsmouth, Neb., in said county, sell at public auction to the highest bidder for cash the following real estate, to-wit:

Lots four (4), five (5) and six (6), in Block ninety-three (93) in the City of Plattsmouth, Cass county, Nebraska—The same being levied upon and taken as the property of Fern Busch and Fred Busch, defendants, to satisfy a judgment of said court recovered by Daniel G. Goiding, plaintiff against said defendant.

Plattsmouth, Nebraska, January 5, A. D. 1932.

BERT REED, Sheriff Cass county, Nebraska

By Rex Young, Deputy Sheriff.

NOTICE of Chattel Mortgage Sale

Notice is hereby given that on the 20th day of January, 1932, at eleven o'clock a. m., at the Dowler Chevrolet Company, of Weeping Water, Nebraska, the undersigned will sell at public auction to the highest bidder for cash:

One Chevrolet Truck, 1929 model; Motor No. 1108531, Serial No. 3LQ34743—covered by chattel mortgage in favor of the Dowler Chevrolet Company signed by Ed Noell and assigned to the Universal Finance Corporation, said mortgage being dated April 30th, 1931, and having been filed in the office of the County Clerk of Cass county, Nebraska, on the 19th day of May, 1931. Said sale will be for the purpose of foreclosing said mortgage, for costs of sale and all accruing costs, and for the purpose of satisfying the amount now due thereon, to-wit: \$256.58; that no suit or other proceedings at law have been instituted to recover said debt or any part thereof.

UNIVERSAL FINANCE CORPORATION. (Assignee) Mortgagee.

ORDER OF HEARING and Notice on Petition for Settlement of Account

In the County Court of Cass county, Nebraska. State of Nebraska, Cass county, ss. To all persons interested in the estate of Viola G. Smith, deceased:

On reading the petition of Frank R. Goleman, Administrator, praying a final settlement and allowance of his account filed in this Court on the 21st day of December, 1931, and for assignment of the residue of said estate and his discharge as Administrator:

It is hereby ordered that you and all persons interested in said matter may, and do, appear at the County Court to be held thereon and for said county, on the 22nd day of January, A. D. 1932, at ten o'clock a. m., to show cause, if any there be, why the prayer of the petitioner should not be granted, and that notice of the pendency of said petition and the hearing thereof be given to all persons interested in said matter by publishing a copy of this order in the Plattsmouth Journal, a semi-weekly newspaper printed in said county, for three successive weeks prior to said day of hearing.

In witness whereof, I have hereunto set my hand and the seal of said Court this 21st day of December, A. D. 1931.

A. H. DUXBURY, County Judge.

ORDER TO SHOW CAUSE

In the District Court of Cass County, Nebraska. In the matter of the estate of Byron Atkinson, deceased.

Now on this 17th day of December, A. D. 1931, it being one of the days of the regular November, A. D. 1931, term of this court, this cause came on for hearing upon the petition of Minnie Marolf and Harry F. Marolf, executrix and executor of the estate of Byron Atkinson, deceased, praying for judgment and order of Court authorizing the petitioners as such executrix and executor of said estate to negotiate a loan of One Thousand Dollars and secure the same by giving a first mortgage on the West Half of the Southeast Quarter of Section Twenty-six (26) in Township Twelve North, Range Eight, east of the Sixth Principal Meridian, in Lancaster County, Nebraska, for the purpose of paying expenses of last sickness and funeral of deceased, cost of administration and taxes on real estate, there not being personal property with which to meet such obligations;

It is Therefore Ordered, that all persons interested in said estate appear before me at the District Court room in Plattsmouth, Cass County, Nebraska, on the 30th day of January, A. D. 1932, to show cause why a judgment and order should not be issued by the Court authorizing said executrix and said executor to mortgage the real estate hereinbefore described for the sum of One Thousand Dollars to pay expenses of last sickness and funeral of said deceased, costs of administration and taxes on real estate of said deceased.

It is Ordered that service of this order be made by publication thereof for four successive weeks in the Plattsmouth Journal, a newspaper published and in general circulation in Cass County, Nebraska, and to be dated this 17th day of December, 1931.

By the Court, JAMES T. BEGLEY, Judge of the District Court.

d21-4v

Journal Want-Ads cost only a few cents and get real results!

A. G. BACH

Quality Groceries

Telephones, 18-19 So. Park Store, 118

Corn Fed Beef

- Round Steak, per lb. 15c
- Loin Steak, per lb. 15c
- T Bone Steak, per lb. 18c
- Beef Roast, per lb. 14c
- Pork Chops, per lb. 15c
- Fresh Pork Ham Roast, lb. 13c
- Whole Pork Ham, per lb. 11c
- Pork Steak, per lb. 15c
- Bacon Squares, per lb. 11c

Grocery Department

- Fancy Santos Coffee, 4 lbs. for 95c
- Special Coffee, 5 lbs. for 95c
- Butter Nut or Advo Coffee, per lb. 37c
- 16-oz. jars Pure Fruit Preserves 22c
- Peaches in heavy syrup, 4 cans for 95c
- Canned Grape Fruit, per can 9c
- Pint jars J. M. Salad Dressing 23c
- Jars Sweet Pickles 10c
- Pink Salmon, 2 cans for 25c
- 5-oz. cans Cove Oysters, 2 for 25c
- Large cans V. C. Pork and Beans 15c
- Lima Beans, per can 15c
- No. 2 size cans of Tomatoes, 3 for 25c
- Soup, assorted, 10 cans for 90c
- Fig Bars, 2 lbs. for 25c
- Kre-Me Kuts Macaroni, 4 pkgs. for 23c
- Olive Oil Soap, per bar 5c
- 10 bars Bob White Soap for 29c
- C. W. Scouring Powder 5c

Flour Flour

- 48-lb. sack Goch's Best \$1.00
- 48-lb. sack Omar Wonder Flour 1.00
- 48-lb. sack A. G. B. Flour 1.05
- 48-lb. sack Halo Flour99

Don't Miss Seeing "THE TUMULT"

A crashing Comedy-Drama in three acts to be given at the Platts Theatre Wednesday evening, Jan. 13. Tickets are on sale.

Journal Want-Ads get results!