

Let's Get Acquainted!

Leading Business Firms In Cass County

F. P. SHELDON

Where Quality is Higher Than Price

TELEPHONE 14 Established 1888 NEHAWKA, NEB.

At the SHELDON STORE in Nehawka, you are always assured of the best, and at a price you are glad to pay. Here you can be served quickly and to your satisfaction.

This store is well known to the community it serves for a complete line of groceries, fresh fruits and vegetables and is exclusive headquarters for many people of the Nehawka territory as their trading center.

This firm has a complete stock of food products selected from the country's best markets. They are well equipped to care for the splendid business which they enjoy in the Nehawka community and you will find that they feature quality merchandise at all times.

In groceries, fruits and vegetables, they offer selection and you will find just what you want in this line at this popular store. Eat more fruits and vegetables for your health's sake. Come in and see what a dollar will buy at this popular store. Sheldon's are always on the alert for quality merchandise at right prices and their experience has enabled them to offer wonderful quality at reasonable prices.

They believe a "home owned" store can render you services not to be found in chain stores, and are willing to prove it. They feel business goes where it is invited and stays where well treated.

Nehawka Bank

A Good Bank in a Good Community

Phone 6—Nehawka

In review of the better business firms and institutions of Cass county, we mention the Nehawka Bank. This bank was established in 1888, has paid-up capital stock amounting to \$25,000, a surplus fund of \$3,000 and undivided profits of \$2,000.

Any of the officers may be said to be always interested in the welfare of Nehawka and community. The officers of this bank can be easily approached relative to any business pertaining to banking. They delight in serving the public and can always be found at their post, ready to offer such services as are within their scope. They invite the people of

the Nehawka community to consult with them relative to financial matters at any time. Their years of banking experience places them in a favorable position wherein it is to the advantage of the public to consult them.

Following the bank holiday last March the Nehawka Bank was one of the banks licensed to open on March 15, without restriction.

The impression seems to prevail that banks are not loaning money. However, the Nehawka Bank has ample funds to loan, in fact they invite applications from Cass county for such loans as are suitable for a conservative and sound bank.

Murray State Bank

A Good Conservative Bank Working for the Betterment of the Community

Phone No. 2—Murray, Nebr.

This is another one of the banks of Cass county that has made a healthy growth ever since its organization and stands high among the strong financial institutions of Nebraska. It has served Murray and Cass county well and faithfully for many years.

They render many personal services to their customers in addition to their banking service, which is of the very best. They are capable and willing to advise you regarding your financial problems and give you the benefit of many years of experience in the banking business.

The Murray State Bank of Murray extends to you a welcome and also an invitation to drop in and talk the matter over if you are contemplating selecting a banking home. You will

and them, willing and able to give financial assistance for the betterment of the individuals or the citizens of Murray and Cass county.

Honesty and integrity above reproach, pioneers in the banking business, that is a basic foundation that this monument, dedicated to good, sound banking business, is built upon. Start an account with this strong bank today.

The Murray State Bank was established in 1900. It has a capital of \$15,000 and a surplus of \$7,000. Sound business policies and fair treatment to all is its motto.

It is a pleasure to recommend this enterprising banking institution to the community of Murray and to the citizens of Cass county.

Meier Drug Co.

"The Quality Drug Store" PHONE 111 "Thirty Years of Service" Prescription Headquarters—Weeping Water

When you stop and make a purchase at the Meier Drug Store, in Weeping Water, do you fully realize or appreciate the thousands of items carried by Mr. Meier in order that they may serve you best when your need is the greatest.

Their stock is composed of the best of the world's markets afford in drugs and chemicals, and Mr. Meier takes great pride in accurately compounding your prescription from full strength drugs.

Mr. Meier has operated this store for 30 years and has always conducted an up-to-date store, carrying a full line of drugs, stationery, candy,

cigars, and in fact everything you would expect to find in a first class store of this kind.

Mr. Meier conducts more than a store, as the professional service rendered entitles him to a professional consideration.

Try the Meier Drug Store first! They will appreciate your patronage. The management co-operates in every possible way with your physician, dentist and veterinarian, enabling them to render you prompt and efficient service.

Remember Meier's for stationery, perfumes, toilet preparations, candy and cigars. They strive to please at all times.

G. A. Stites Elevator

"Best Prices for Your Grain"

Phone 18—Union

A home owned elevator is more deeply interested in Cass county citizens' prosperity than foreign concerns buying grain within the county.

George A. Stites' elevator in Union, is located to your advantage and pays top prices and renders the best of service. Be loyal to home industry. It pays!

This elevator always pays the top market prices. Few, if any, elevator companies in this section of the country have attained the prominence of this popular concern. They maintain an up-to-date establishment for the accommodation of the public and have an enviable reputation for fair prices and good quality.

The elevator has a large capacity

with the result that they are in the market at all times for unlimited quantities of grain. It is reliable in every way and the fact that it is tested many times during the year is evidence of its reliability.

Mr. Stites is always at your service on any grain problems. He keeps close track of the market and is constantly on the lookout for the best interest of the producer at all times. When you have grain to offer, phone or call for quotations. We have come out of every other depression and no doubt we will come out of this one.

Through sunshins and rain you will find the Stites elevator looking after your best interests in the grain line.

Stine Store

"Where Your Dollar Goes the Farthest"

Phone 70—Union, Neb.

The STINE STORE at Union offers a variety of merchandise, but one thing never changes and that is their quality. For many years they have been giving excellent service. Every day is bargain day at the Stine Store.

This store is well known to the citizens of Union and vicinity as a dependable shopping center. They carry full lines of groceries, meats, fruits and vegetables, so that you may do all your shopping for edibles under one roof. This store is headquarters for many people of the town of Union and for many miles around. Their overhead is lower and their customers receive the benefit. They are well equipped to care for their splendid business which has been built up through careful attention.

In fresh fruits and vegetables they offer a complete stock at all times at popular prices. They are always on the alert for quality merchandise at right prices, due to the fact that they have been catering to the wants of the people and know what their real wants are.

Mr. Stine is a public spirited citizen and is well known for giving the people of this community merchandise of first class and selling to the people at a price they can afford to pay.

We want to compliment the Stine Store for the part they have played in the commercial development of the county and urge the readers of this review that they can do no better than patronize this first class grocery and meat store in Union.

Binger Lumber & Coal Co.

Complete Stock of Lumber, Fencing Material, Coal

"Place Your Order NOW for Good Coal"

Weeping Water, Nebr.

This reliable lumber concern was established in 1916 and they solicit your business whether you buy a lath or a complete set of buildings. High quality, moderate prices and courteous service is their motto.

This lumber company has long been famous as a firm with a complete stock and you can depend upon securing a well selected and complete line of lumber, building materials, fencing and coal at any time. They are in a position to take advantage of the best value that the market affords as they depend upon volume rather than a large margin of profit. Their customers benefit by this policy as it has always been the Binger Lumber company's plan to do a large volume of business at a nominal profit rather than a small volume at a large profit. This company has assisted many of

the citizens of Cass county with their building and alteration plans. Mr. Binger having had 35 years of experience and is well versed. He takes great pains in assisting his customers with plans, drawings and specifications and his vast experience enables him to be of great assistance and service to his many patrons.

Why not build or repair this year? Prices will never be cheaper than right now!

This firm has had such an important part in the development of the territory it serves that a review of Cass county business houses would be very incomplete without properly recording the activities of the Binger Lumber Co., under able management, who have always been leaders in their line and are now "keyed up" ready to line.

McCAFFERTY GROCERY

Originators of Low Prices on High Grade Merchandise

Phone 160—Louisville

Conveniently arranged at Louisville is a leading grocery and market, featuring at all times a large assortment of staple and fancy groceries, fruits, vegetables and meats, at most reasonable prices.

The importance of having everything clean and sanitary where food products are sold cannot be too emphatically stated. This food store is up-to-date and modern in every particular and has an enviable record of cleanliness and sanitation. No slipshod methods are tolerated and there is every scientific method used so that the public is assured their goods are pure and wholesome. The best food at reasonable prices" is their policy.

They have a large stock of groceries and meats and feature brands that are standard throughout the country and which they stand behind.

and guarantee to be the best on the market.

Such a food store as this is a great convenience to the public, as it assures them of getting everything in the food line at one place, where it is conveniently and attractively displayed.

This service is equally satisfactory, whether your order be large or small, and you will be made to feel that your patronage is desired and appreciated. There is no food store where better products are sold, nor is there a market where service is more pleasantly satisfactory.

We are pleased in this review to compliment the management upon the high character of the establishment which is rendering a much needed and highly appreciated service to the people of Louisville and surrounding territory.

Manley Farmers Elevator

Best Prices for Your Grain Our Coal makes Warm Friends Phone 2524 Harry Hawes, Manager MANLEY

The Manley Farmers Elevator company's stock of good coal is complete and now is the time to put in your winter supply. See Mr. Hawes or telephone for quotations. All questions cheerfully answered. Prices are the lowest, quality considered. The Farmers Elevator company's coals are high in heat and low in ash.

The record of this elevator shows that it is a successful institution, but there never was a time when it was more necessary for farmers to stick together than the present.

This firm has always enjoyed a splendid business from the Manley territory as well as points far beyond, and has a reputation for giving these customers top prices for their grain, as well as selling its merchandise at right prices.

The elevator has a large capacity, with the result that they are in the market at all times for unlimited

quantities of grain. It is reliable in every way and the fact that it is tested many times during the year is evidence of its reliability.

They pay the highest market prices for grain at all times and honest weight, good treatment and fair and square dealings have always been their policies. And these policies have resulted in increased business each year. They have also resulted in an increase in the number of farmers selling them.

In institutions of this nature, operated under the policies that are followed by Mr. Hawes, who has managed the elevator for the past six years, it is of inestimable value to any community and that the liberal policies of this concern are appreciated by the people of this community is evidenced by the fact that it attract trade from the country for many miles around who "prefer to take their grain to Manley."

Hans Johnson

"Where Your Dollar Does Its Full Duty"

Phone 31—Weeping Water

The JOHNSON STORE is recognized as shopping headquarters for a large number of people in Weeping Water and from many miles around as their unusually large and well assorted stock is an attraction for buyers from all parts of the community. They were the originators of low prices on high grade merchandise and have made their town a better trading center.

Another thing—the Johnson Store is an independent store in every sense of the word and offers many advantages not to be found in chain stores. Strict sanitation is observed in all departments. They refuse to sell any food products that the "boss" would not serve on his own table.

They are interested in Weeping Water and the community's prosper-

ity and will co-operate in every way for the betterment of the community. Surely they merit a fair share of your business. They believe that business goes where it is invited and stays where it is well treated, and this is the policy on which they are operating.

The Johnson Store carries a complete line of selected groceries, fruits and vegetables and can supply your food wants in an efficient manner. Try them and you can often take care of all your wants under one roof and save money and time.

We are glad to record the part this firm has played in the commercial development of central Cass county and predict a bright future for the popular store. Continuous growth is proof of satisfactory service.

Raitt Drug Store

Quality Drugs - School Supplies - Paints - Radios, Etc. Registered Pharmacist - Louisville

Four years ago the present proprietor of this store came to Louisville to make his home and operate the drug store which he purchased from Harry McCafferty. In these

four years he has well sustained a reputation for being the one drug store in this locality where patrons could ALWAYS get what they wanted just when they wanted it.

The proprietor, Mr. Raitt, was graduated from the Creighton University school of pharmacy in 1921, and was registered the same year. He is thoroughly experienced in the compounding of drugs and has a complete stock, so is not compelled to resort to the pernicious habit of substitution.

He also carries a large and complete line of druggist's sundries, and

due to his large patronage is able to keep the stock new and fresh.

The Raitt Drug Store operates an up-to-date fountain and offers its customers excellent fountain service. At this store no dull season is known and this fact alone testifies to the superiority of his goods and the fact that a large number of people in the Louisville trade territory have come to depend entirely on this reputable firm for their drugs.

In this business review we are availing ourselves of the opportunity to commend the proprietor of this establishment for his untiring efforts to serve the public so satisfactorily, and bespeak for him a continuance of the present generous patronage of the people of both Louisville and the surrounding communities.

JOE KNECHT

Your Community Store — Located to Your Advantage

"You Save Here because Joe's Overhead is Lower"

South Bend, Nebr.

Here is a man in business that is really a business man and has made a splendid record by featuring advertised merchandise at right prices and rendering high class service.

Mr. Knecht's overhead expenses are far below city stores and his customers receive the benefit. You can always depend upon the highest price for your eggs and produce at Knecht's Store in South Bend. Many of Joe's long-time customers have told the writer that they receive better prices at this store than are offered in the larger towns. Why not try one of his satisfied customers?

He is in South Bend 365 days in the year to serve you. His store is home-owned and he gives his custo-

mers a square deal the year 'round. We sincerely recommend Joe Knecht's establishment, his merchandise, clean cut business policies and general personality and service.

His name is well and favorably known for miles up and down the south bank of the Platte and it is only the fact that there is no bridge at the "Bend" that keeps him from selling over a wide area in Sarpy county, too. As it is, many come out of their way to trade with him—and why not with his splendid reputation for dependable goods at rock-bottom prices. Joe has served his customers well and faithfully and furnishes good merchandise and certainly deserves your patronage.

Hobson Funeral Home

"The Home of Thoughtful Service"

PHONE 105—2 Rings Since 1915 WEeping WATER

Mr. Hobson, of Weeping Water, needs no introduction to the greater part of the county, as he has been a prominent business man for many years and started in the funeral directing at an early age and attained a high degree of perfection in his work.

Mr. Hobson conducts a first class service and will answer your call at any time of the day or night, with a congenial, consoling word. Call him for quick, satisfactory service.

He can relieve his customers of all trying details and spares no pains to execute every detail in just the manner desired, with no annoyance or

inconvenience to relatives or friends.

He is outstanding as an undertaker and funeral director and has, through his policy of fair dealing and honesty, built up an enviable reputation and business second to none in this section of the country.

Mr. Hobson was with the M. P. Swanson establishment of Omaha for five years and has been in Weeping Water for the past eighteen years. His experience in this line enables him to render a dignified service in a most respectable manner, as he gives this line his exclusive and undivided attention and has gained many friends and customers.

Murdock Farmers Union Elevator

Wants Your Grain "Coal that's Crazy with the Heat"

Telephone 33 Mr. Carston, Mgr. MURDOCK

There has never been a time when it was more necessary for farmers to stick together than the present. The Farmers Union Elevator of Murdock has stuck with the farmers through thick and thin and has established a splendid record—one of which Cass county may well be proud.

It has always been the policy of the Farmers Union Elevator to give their patrons the high dollar for grain. They depend upon a small margin on a large volume for their earnings rather than to attempt to make all the profit from a few scattered transactions. This policy has resulted in an increased number of steady customers, both in the selling of grain and purchase of supplies.

"Farmers—It is to your best interest to patronize your industry."

We have gone through depressions before, and we have always come out, and there isn't any doubt but that we are now heading out of this one.

Agriculture has had some tough breaks, but we had our "innings" and history will repeat itself. Consult Mr. Carston, the manager, on any grain or farm problem. He is well versed in the grain market and is at your service. His long experience in this business should enable him to help you with your farm problems or when marketing your crops.

Now is the time to put in your winter supply of coal, for the Farmers Union Elevator coal is complete and is "crazy with the heat."

Relief Situation Over State Gives Gov. Bryan Pride

Governor Says That This State Has Asked for the Least United States Charity.

Lincoln, Neb., Oct. 18.—Governor Bryan today issued a lengthy statement expressing pride in Nebraska and the fact that Nebraska has a minor degree on federal charity.

He was replying to an Omaha newspaper's criticism that he had failed to obtain enough federal relief money.

Bryan said he felt Nebraska had a "great deal to be proud of, that our cost of government was reduced 25 per cent this year and 25 per cent two years before, which no other state could boast.

"I take pride that there is no deficit in any state department in Nebraska.

"I think that the people are proud of the fact that Nebraska as a state or its municipalities had borrowed nothing from the R. F. C. to live on or feed its people as many other states have done.

"Not Reflection on State."

"I am proud of the 229 million bushel corn crop Nebraska will have this year in addition to our wheat crop and our large live stock and poultry interests.

"It would appear from the editorial criticism that the fact Nebraska is receiving less charity than any other state is a reflection on it, and that the state should encourage people to beg instead of work for a living, that we should devote our efforts in a scramble to get the federal government to support us instead of devoting our efforts to be self-supporting.

"I cannot believe that the people of Nebraska will endorse or care to humiliate themselves by sharing in criticism of Nebraska's state executive and state emergency relief committee because it is receiving less dole from the federal government than in the union.

Seeks Way to Ask More. "It is Nebraska's duty to see that no human beings within her borders suffer lack of necessary comforts of life, but it is poor taste to criticize the state because it asks and receives less charity than other states in the union."

Bryan said the editorial comment that Nebraska was not getting its share of federal money according to population.

"I assume," he commented, "that every intelligent person knew the Wagner bill was not attempting to distribute alms according to population but had strict rules governing the distribution.

"Nebraska has been receiving every dollar she could legally receive under those rulings. The reason the amount is so small is because our people have so charitably relieved the situation by local contributions."

Bryan said, however, he had asked Roland Haynes, new federal relief worker in this state, to see if there was any legal way for Nebraska to receive more aid, particularly for Omaha and Lincoln.—World-Herald.

ORGANIZE CLUB

The Jolly Workers club was organized on October 13th at the home of Mrs. Ed Tritsch and Mrs. Lester Meisinger. Miss Jessie Baldwin, county agent, met with the ladies, who found the work very interesting.

Election of officers was held and the following were elected: President, Mrs. Helen Meisinger; Secretary-Treasurer, Mrs. Ed Tritsch; Project Leaders, Mrs. Louise Vallery, Mrs. Emma Kaffenberger; Social Leader, Mrs. Pearl Meisinger; Reporter, Mrs. Marie Rummel.

The club organized with twelve members at the first meeting.

The next meeting will be held at the home of Mrs. Max Vallery on Nov. 7th.

The afternoon closed by serving of delicious refreshments.

DEAD ANIMALS WANTED

Call The South Omaha Rendering Works, Tel. Market 4626. F. Cramer, R. F. D. No. 3, South Omaha. tf-w

SORGHUM FOR SALE

Home made—steam cooked sorghum. Cole Brothers, Mynard. Phone 4003. o19-2tw

DUROC BOARS FOR SALE

Duroc Boars, big husky fellows. Priced right.—Otto Schafer, Nehawka, Nebraska. o16-4t sw

If you have something to sell, try a Journal Want-Ad.