A Hard Headed Proposition

For Any Long Headed Man

HERE IT IS:

We have an all wool black worsted suit. French faced, full cut, well lined and well made—good enough for a wedding or a funeral—its the kind of a suit you have been paying $10.00 for, no matter where you bought it, and you didn't pay too much either. Now, our proposition is this: You bring us that $10.00 and we'll give you the suit and $1.50 of your money back. We'll guarantee it to be the best suit value you ever came across.

Try Our GOAT GLOVES at Six Bits.

WESCOTT & SON,
ON THE CORNER.

You're treated white,
With prices right, at

F. S. White's

Fresh Supply Staple and Fancy.....

Groceries

—New Stock of—

DRY GOODS and Notions.

"The Old Place."

OKLAHOMA!

Fine farm lands cheap in Oklahoma.

SPECIAL RATES.

Excursions every first and third Tuesday in each month to Oklahoma City, the nearest point to the soon-to-opened strip.
Call on me for rates.

J. H. THRASHER,
412 Main Street,
Plattsmouth, Neb.

Sold by F. G. EGENBERGER
Plattsmouth, Nebraska

Jess & Speck

THE POPULAR RESORT

Fine Old Rye, Bourbon and "Yellowstone" WHISKEYS

ANHEUSER BREW

Billiard and Pool Rooms Up Stairs

Look 'em up when you come to town.

A Stand up Fight

seems to be the ultimate outcome in China, unless some of the powers recede from their advanced position. But we have no fight on hand to maintain our advanced position as leaders in

FURNISHING GOODS

as well as

CLOTHING.

At present we are having a great run on

Stand-Up-Turn-Over Collars

in all the popular shapes and the narrow four-in-hand neckties that go with them so well.

Come in and get tied up to some of our turn-down collars and swell-up neckwear.

MORGAN'S
THE LEADING CLOTHIER.
502 Main Street, Plattsmouth, Nebraska.

WASHINGTON LETTER.

From our regular correspondent.

Washington, April 23, 1901.

Denials having been made ridiculous by press dispatches giving details, war department officials now confess that there have been extensive frauds in the commissary branch of the army in the Philippines, and announce with a flourish of honesty and virtue that an official investigation is now being made with a view to the exposure and punishment of all those who have been guilty of wrong-doing. This announcement would have carried more weight with the distinterested public had it not been accompanied by another saying that the conduct of the investigation had been placed in the hands of Adjutant General Corbin. Gen. Miles is commander of the army, and as such should have directed that investigation, and if the truth and the whole truth, regardless of whose toes might be trod on, had been sought, it would have been allowed to remain in his hands where it properly belonged—he had proven his fearlessness in uncovering fraud in the embalmed beef cases. But if the object of the investigation be to whitewash the guilty officers who have republican political pulls, and to make scape-goats of those who have not, the choice of Gen. Corbin to direct it was wise. He has a record of political partisanship never equalled by any holder of a major general's commission, and there have been some radical partisans in the army, too, while Gen. Miles has never been a partisan, and is suspected of believing in democratic principles. Major George B. Davis, one of the officers said to be implicated in the frauds, is now in Washington on sick leave. He has been connected with the commissary branch of the army for several years, and was regarded as Gen. Ragan's right-hand man when he was commissary general. Major Davis was at the war department recently and was questioned by Commissary General Weston. He denied the charge cabled from Manila that the books of Evans & Co., government contractors, showed that sums of money had been paid to him and other officers; also that he had any knowledge of wrong-doing on the part of either officers or contractors, and announced his willingness to return to Manila at once and assist in the investigation. He might be able to render valuable assistance in the whitewashing.

That the Philippines must necessarily be a large and continuous source of expense to the United States has been evident from the day Spain goldbricked us into becoming their owners. A board of naval officers, under orders from Secretary Long, are now engaged in preparing plans for a $5,000,000 naval station, which is to have a $1,000,000 dry dock, at Olongapo, Subig Bay, Luzon. Those plans have to receive the approval of Congress before they can be carried out.

Senator Cockrell, who was just coming out of the white house, where he had just had a talk with the president on the subject, said of the coming visit to Washington of a committee of the Cuban constitutional convention: "The Cubans do not apparently fully grasp their status. They are not now a government. They have no power to treat diplomatically with this government. Their present convention was called into being through our agency. It has power to submit to us for approval a plan or constitution for a representative government. If we reject it outright the existing status continues. They can do nothing.

Every republican president from Grant to McKinley has had dreams of establishing a respectable white republican party in the south, but every effort to make the dream a reality has miserably failed. For that reason Mr. McKinley's effort in that line, in South Carolina, is more amusing than alarming to southern democrats. Senator McLaurin, who has been for all practical purposes an administration senator for several years, although he only actually withdrew from the democratic caucus just before the adjournment of the last session of congress, is expected to act as Mr McKinley's assistant in the present attempt to turn the dream into a reality. The first open move was the appointment of John G. Capers, a gold democrat, to succeed a republican for United States district attorney for South Carolina.

The inhabitants of our large metropolitan cities find Washington a very quiet place. They miss being jostled on the pavement, shot off of street cars, and dropped in elevators. They miss the inextricable snarl of vehicles and the roar of elevated railroads. Perhaps the absence of dirt bewilders them, as the secretary's unstained fingers bewildered Mr. Bottle. "Whatever," says he, "does he do with his ink?"

But let all haughty hustlers know that there is one thing in Washington that is very much alive, and that is the Humane society. We don't mention the United States government, because people become inured to that and inclined to overlook it, besides, our congress is a very slow and tiresome affair compared with the Vienna reichstag or the late cheering riots in the British house of commons.

A Communication.

To the editor of the Journal: Just a few weeks ago I wrote an article for the Plattsmouth Journal giving a true and correct account of the stampede of the Pike's peak emigrants in 1859. In the Sunday World Herald E. O. M. writes from the dairy of A. W. Barnes, a former citizen of Plattsmouth who was engaged in the freighting business. The story he takes from the diary is as follows:

"A few days after the meeting of the stampeders at Elm Creek the mob began to arrive in Plattsmouth and soon set fire to every business house in the place. For three days, I am reliably informed, they held full sway and did about as they pleased. The citizens sent their women and children down the river for safety."

In answer to the above I would like to say that the statement is a mistake, that the writer has been misinformed, and that such a story should never have been printed in the World Herald to go into history. I was in Plattsmouth at the time and an eye witness of the mob on the day mentioned. Not a gun was fired, not a single house was burned. The crowd acted in an orderly manner and made their camp near where the Burlington shops now stand, taking possession of William Edgerton's empty house. Some of the citizens met them there and after a short talk with them secured their promise to cross the river in the morning provided their way was paid by the citizens of this city, which was done as agreed upon. And that is the truth of that story.

CONRAD SCHLATER.

Saint Luke's Church.

Divine service will commence Sunday, April 28, and continue as usual.

Epworth Leaguers!

Send me your name and address and I will mail you about April 1, a beautifully illustrated folder giving full information about the special rates and train service to California via the Burlington Route, at the time of the Epworth League meeting at San Francisco in July.

The folder will enlighten you on every point in connection with the trip to San Francisco—cost of tickets; how to make the trip most cheaply and comfortably; what there is to see on the way, and why your ticket should read via the Burlington Route.

The round trip rate—open to everyone—from Omaha to San Francisco via the Burlington Route is $45. Tickets are good by way of Denver and Salt Lake City.

J. FRANCIS,
General Passenger Agent, Burlington Route, Omaha, Neb.

Short Talks On Advertising
By Charles Austin Bates.

No. 52.

No one ad can make or break the advertising of your store.
A single ad, no matter how good, will not keep your store busy for a year.
A single ad, no matter how bad, will not keep people away forever.
It is the from day to day story which counts. Every store ought to have regular readers. Make your announcements so interesting that they will be looked for every day as one of the regular departments in the paper.

"Public opinion is like a glacier, sliding down a mountain side."

See that they reflect a certain atmosphere, the sort of atmosphere people like to find in a store. Then get right behind your ad and see that your store has that atmosphere.

Any one who has lived for some time in a town can tell you offhand who are the best, the most enterprising and the most successful storekeepers in their lines. These are always men who advertise, and they are not only men who advertise, but they are men who give to their business announcements a little touch which leads people to read them each day and every day, until the name of that store means something to them.

An advertised name, a name which suggests to many people a certain business, is a valuable asset.

One of the most interesting developments of modern advertising is the recognition of the fact that an advertised name or trade-mark has a value.

Your store by persistent, consistent, and insistent advertising will in the end come to have a name in your city and the country around your city, which will be one of the most valuable adjuncts of your business.

It makes no difference whether your store is known as Smith, Jones & White's, or whether you call it The Hub, The Spoke, or The Fellee, or what that name is; but it does matter that the name has been advertised in such a way that people connect certain methods of treatment with your store. Advertising alone will not do this. Advertising will not make a store a desirable place to trade.

First make your store desirable. Then make that desirability known, not in any one page ad one time, but by little detailed talks, each one as sincere, honest and faithful as you know how to make it.

It is harder to make an impression on people's minds than it is to keep up that impression. The first advertisement of anything has to overcome a certain amount of inertia—the natural sluggishness of the public mind.

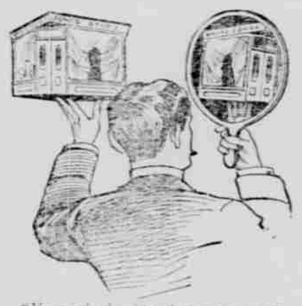
A mass of people think more slowly than any one individual.

Watch an audience in a theatre and you will see the truth of this.

Once you have the public coming your way, however, a smaller amount of advertising will keep up the momentum.

Public opinion is like a glacier, sliding down a mountain side. It moves very slowly but with irresistible force. It would require a great amount of energy to turn that glacier even a little aside from its course. Once turned, however, it would continue down the new incline just as ponderously as before. Such is the effect of advertising. The articles that you know of and are familiar with from long-continued advertising have been pounded into the public mind until a new fashion in thinking has been set—a new set of ideas has been associated.

A new vocabulary is given to the people, so that every additional advertisement is made doubly effective by a predisposition on the part of the public to think what you want them to think.



"Your ads should reflect your store."

Copyright, Charles Austin Bates, New York.

Next Attraction

Parmele Theatre.

Three Nights, Commencing Monday April 29,

Madeline McDonald

Supported by the popular

Madison Square Theatre Co.,

Presenting a Select Repertoire of Standard Plays, including

"Friend," "Roanoke" and "The Private Secretary"

Prices 10, 20, 30 Cents.

Ladies Free Opening Night.

Seats on Sale Saturday at 10 A. M.

Next Attraction

THE GREAT FRENCH REMEDY

REVIVO RESTORES VITALITY

Made a Well Man of Me.

produces the above results in 30 days. It acts powerfully and quickly. Cures when all others fail. Young men will regain their lost manhood, and old men will recover their youthful vigor by using REVIVO. It quickly and surely restores Nervousness, Lost Vitality, Impotency, Nightly Emissions, Lost Power, Failing Memory, Wasting Diseases, and all effects of self-abuse or excess and indiscretion, which unfits one for study, business or marriage. It not only cures by starting at the seat of disease, but is a great nerve tonic and blood builder, bringing back the pink glow to pale cheeks and restoring the fire of youth. It wards off Insanity and Consumption. Insist on having REVIVO, no other. It can be carried in vest pocket. By mail $1.00 per package, or six for $5.00, with a positive written guarantee to cure or refund the money. Book and advice free. Address

ROYAL MEDICINE CO., 10-20 Plymouth Pl., CHICAGO, ILL.

For sale in Plattsmouth by GERING & CO.

PEPPERBERG'S

'BUDS'

The Ideal 5 cent cigar.
Delicious aroma.
Perfect burner.
Positively the best.
No first class retailer should be without

'BUDS'
CIGARS.

P EPPERERG
Main Street. Plattsmouth.

TWO RACKS TO TEXAS

Effective March 10th, 1901, the

FRISCO LINE

Announces the Opening of its

Red River Division
...To...
Denison and Sherman, Texas.

Through Train Service will shortly be established from St. Louis and Kansas City over the

Shortest Line to Texas

FOAMS SPARKLES AND TICKLES THE PALATE.

Gund Brewing Co
CELEBRATED BEERS
Ed Donat
Wholesale Dealer

Swaps

What have you to trade, sell or give away? Anything from shoestrings to automobiles—you can't afford to leave it out of the Journal swap column.

All wants registered here for the nominal charge of 2 cents a line per insertion.

Answers to advertisements may be directed to this office, whence they will be promptly delivered.

TWO good business blocks for sale at a bargain. Inquire Colonel J. H. Thrasher.

CHOICE LAND in Cass county for sale. Inquire of Thrasher, the real estate man, Plattsmouth.

25 WELL IMPROVED FARMS in Fillmore, York, Adams and Lincoln counties, for sale by Thrasher.

FOR SALE—At a bargain, one of the best paying saloons and restaurants in Omaha. Elegant fixtures, up to date appointments, including private dining rooms. Assured net business of from $10 to $15 per day. For particulars address: W-20, Plattsmouth Journal.

LATEST MODEL, brand new, $65 sewing machine at a snap. What will you give or trade? Address offers and inquiries to Plattsmouth Journal.

WANTED—Fresh butter and eggs to exchange for subscription to Journal.

FOR SALE—10 room house on west Elm street, Plattsmouth. A choice piece of property with modern improvements and in the best of condition. Inquire of:
Colonel J. Thrasher, Plattsmouth.

FOR SALE—A 160-acre farm near Plattsmouth; also 7-room house and three lots in city. Enquire of John M. Leyda, Waterman block.

CANCER

Home Treatment that cures Cancers and Tumors.

Used with perfect safety; harmless, soothing, non-irritating.

We prefer to have patients come to the Sanitarium for a speedy cure. Cases that come to our Sanitarium *need not pay until cured.* Write to-day for our 36 page book. It contains much valuable information and hundreds of testimonials from patients we have cured of cancer. *Sent free.* Consultation by mail or in person, free. Address,

Extirpated 21 yrs.

DR. E. O. SMITH'S SANITARIUM,
A. S. McCLEARY, MANAGER,
Rooms 6 to 11, N. E. Cor. 10th & Main Sts.,
KANSAS CITY, MISSOURI.

Wichita lands, it is claimed, can be shiped to market by the allotted time and the rest moved down to the Ki-

at the prisoner. Half of the crowd consisted of women. Despite the ef-

is expected to add at least [illegible] nts to the price of every brook he sells.

as to the quality of armor. Other

Meanwhile it will be translated into Spanish, and be printed both in

George K. Kennan in Russia.

Morgan interests. The Po