MONDAY, NOVEMBER 6, 1939.

PLATTSMOUTH SEMI - WEEKLY JOURNAL

# LOCAL FIRMS THAT HAVE HELPED BUILD CASS COUNTY - - - By H. Baxter

### HERB'S LIQUOR STORE Plattsmouth

the service department they do all kinds of repair work on all makes and models of cars, acetylene weld-

LUNDBERG SERVICE

Nehawka

Nehawka builds for tomorrow by

their SERVICE today. Day in and

A. F. STURM

Nehawka

well today. Good lumber, building

SHELDON'S STORE

Nehawka

Nehawka

J. H. STEFFENS

Nehawka

ness man in Nehawka.

Build for tomorrow by building

The Lundberg Service Station of

With the repeal of prohibition, the sale of gins, wines and liquors have ing and general machine shop work. assumed an important role in the Three expert mechanics are employlives of many of our people. Now ed.

In the plumbing and heating busithat their sale is legal, you can get ness, this firm does both general and the best at Herb's Liquor Store, established here just eighteen months contract work and handles a full line of plumbing and heating supplies. ago by Fred Herbster.

## LORENZ BROTHERS' MARKET

Plattsmouth One of the pioneer grocery and

meat stores of Plattsmouth is that of L. W. and E. A. Lorenz. Far back in 1899 it was started in a rather day out, you'll get the kind of sermodest way and since that time the vice that has built this business uprighteous principles employed have Good Conoco gas and oil as well as won their reward, the store of the fine accessories are, of course, to be Lorenz Brothers now being known expected.

as THE place in Plattsmouth to buy quality groceries and meats.

### CONOCO STATION Plattsmouth

One visit to the Conoco Station will prove more than a million words that there is a vast difference in gasoline, oil and service. You will get a combination of all three here when you fill up with their Conoco gas and oil and get the service that Joe Hendrix gives.

This station gives twenty-four hour service and they do complete lubrication, washing, tire repairing door; particularly if you live in Neand specialize in checking anti-freeze hawka where N. N. Tucker and Mrs. in your car.

### to look for better groceries, meats. Plattsmouth

or dry goods, better prices or better Firms engaged in agricultural purservice. You'll only be wasting your suits apparently have a closer and time. You'll find as good values in more intimate appeal to residents of Sheldon's Store as you will any-Cass county due, no doubt, to the where, fact that this is so essentially an

agricultural community. They also have a greater opportunity to serve and by the same token a greater obligation to their community.

The Glen Vallery Implement Com- for thirty-one years, the Nehawka their business. pany has, in eight years of activity Farmers Grain Company has, in that in the John Deere farm implement time, always catered to the interests business, always endeavored to serve of the farmers of this vicinity, being the farmers of this community to very well equipped to do custom work their very best interests, thereby ful- and giving you prompt and efficient ervice. A complete line of Coal. filling that obligation in a manne

## THE BACKBONE OF CASS COUNTY

The merchants and other business people listed in this commercial review of Cass county are local people, a part of this community. Their interests and yours are one. They pay taxes here, contribute to churches, schools, charities and other local institutions that are requisite to the welfare of any community--not for any selfish gain or reasons, but because these local institutions are their own as well as yours and they are glad to do their share. Do mail order houses do that? Do peddlers or out of town business interests of any nature do it? No, they don't. They take but never put and you can't keep on taking from anything without eventually impoverishing it and have nothing left from which to take for either you or the merchant.

Isn't it good logic and common sense then for you to patronize these local merchants who have helped and will continue to help make this a finer community for you and your children and their children also?

These local merchants do not ask charity. They offer a full measure of value for every dollar received. Their goods are priced fairly, all of them. You don't pay fifty cents for one dollar article and then turn around and pay a dollar and fifty cents for another dollar article. They don't resort to such subterfuge. You get sixteen ounces of every pound, thirty-six inches to every yard, a hundred cents of value and service for every dollar, with a smile wrapped in every bundle. LOCAL MERCHANTS ARE LOCAL ASSETS, HELP THEM THAT THEY MAY HELP YOU.

materials, paint and hardware mean a good home. One board or a carorder to effect a saving in your store and heaters. De Laval cream separaloud--you'll get service and quality bill. Stop in at the store of Art tors and the Kohler plumbing fixat the lumber company of A. F. Meeske in Weeping Water and see tures. They also contract for all Sturm. Mr. Sturm is the oldest busiwhat real economy is. Being a mem- kinds of plumbing and heating work. ber of the nation-wide Gamble stores. The John Deere implements may be

this firm is thereby enabled to buy purchased from Mr. Carper on the at a saving and these savings are Easy Payment plan.

in turn passed on to you, the consumer, in the form of better goods at The best is often right at your lower prices. Mr. Meeske carries a

supplies and hardware. Izadore Sheldon Tucker conduct the general store of which I am writing.

Weeping Water

policy of paying the highest cash twenty years. market prices for produce, poultry,

Cream Station has in three years of business activity built up a large NEHAWKA FARMERS GRAIN CO. trade with residents and farmers of

pany at Weeping Water the kind you

They feature the McCormick-Deering farm implements and Gooch's Feeds and Flour.

The Farmers Union Co-Op. Associanot buy from an independent store tion has 120 stockholders and is manlike the Rosenow Grocery at Alvo? aged by Ed Earnst. It has Alton Miller as President, Albert Seiker as Vice President, Ed Bornemeier as

Secretary and Ed Rosenow as Treasurer. All officers and directors of this concern are local people.

### ELMWOOD HARDWARE Elmwood

years, due in large measure to that In Elmwood, one of the leading concern you all know so well, the mplement stores is that of Harry J. W. Banning Lumber Company. Be-Linder and Milo Frisbee, who startfore locating here, Mr. Banning was ed this venture here five years ago, with a large line yard lumber firm at Stuart. Nebr., for eleven years, where he was very successful. Everything to build anything is

# Murdock

builders' hardware. It pays to be careful in buying such products that go into the construction of your home and other buildings. They must last and serve a long time. Buy them from the T. W. Engles

Lumber Company at Murdock.

The Continental Grain Company dock have vested in them.

Another of the many firms interested in the agricultural progress of Cass county is the Murdock Farmers Co-Operative Elevator, dealers in grain, coal and all kinds of feeds since 1914. The farmer will always find this firm ready to aid in the agricultural development of the have in the past twenty-five years.

### MURDOCK CO-OPERATIVE CREDIT ASSOCIATION

Murdock

### SPONSOR'S COMMENT

We wish to thank the many advertisers who have co-operated with us in the publication of this feature edition. We have endeavored to bring out your stories in concise form and believe they represent actual facts. We have also personally written the article, "THE BACKBONE OF CASS COUNTY" and call your attention to the sentiment reflected therein.

suggestions or criticisms from

Kindly address all correspondence to H. BAXTER, P. O. Box

what Mr. Banning sells. That takes almost instinctive to think of the in a lot of territory, but it is so- name of AULT when in need of groevery word of it. And don't forget ceries, meats, patent drugs, hardthat it is a very carefully selected ware. Minneapolis Moline implements

In your relations with this firm, ware, roofing and the paints to fin- you will probably note as I did, the close personal way in which they transact their business. You are LOUISVILLE FARMERS ELEVATOR made to feel as though you are their friends, as though they take a real pleasure in seeing you and not because of their desire for your patronage either, but because it is Ault has this faculty in abundance.

### MANLEY GRAIN COMPANY Manley

Work with, patronize and co-op-Louisville erate with the firms that do as much Why don't you drop in at the O. F. Skagg grocery at Louisville and for you. In the concern's thirty-five find out why so many of your neigh- years of business life, paying top bors are trading there? They know market prices for your grain, it has that the O. P. Skagg grocery sells always labored for the farmer's inreal quality products and at prices terests, working and co-operating that are easy on their purse strings, with them.

### THEO HARMS GENERAL STORE Manley

For forty years now, Theo. Harms has conducted this general store at Manley. That these forty years have been well spent is substantiated by The name, A. O. Ault has for the the large volume of business now

er to patronize the Louisville Farmfour years of reliable dealing to up- twenty-two years of activity in the you. It is a happy faculty for any This concern has a reputation of ers Elevator, because in the firm's hold and we know they'll never vio- grain, coal, feed, flour and hay busilate the confidence buyers of Mur- ness, they have always labored for the farmers interests.

Your money will stay right here in Cass county and help build it. J. W. EANNING LUMBER CO. Alvo The building interest of Alvo and

ROSENOW GROCERY

Alvo

Louisville

It is to the interests of the farm-

0. P. SKAGG GROCERY

erty and is managed by Leslie and

A. O. AULT. Cedar Creek

Merle Amelang.

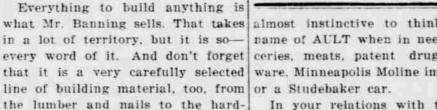
### adjacent territory have been well taken care of during the past eleven

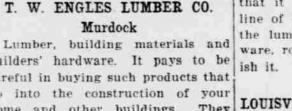
When the prices are the same, why

PAGE THREE

We welcome any comments, either readers or advertisers.

715, Ardmore, Oklahoma,





ments, Monarch stoves and Kohler

### handling a fine line of hardware, implements and electrical appliances. They feature the John Deere imple-

plumbing fixtures.

# T. W. ENGLES LUMBER CO.

### MURDOCK FARMERS CO-OPERA-TIVE ELEVATOR-Murdock

You too, can make the same savings that your neighbors are making. community in the future as they This firm is owned by H. F. McCaff-

The Murdock Co-Operative Credit Past twenty-nine years been a name being transacted there. You'll find Association is a financial institution that was established in October. 1934. It has 210 local members with Henry Meierjurgen as President, Henry Tool as Secretary-Treasurer and Herman C. Kupke, Daniel Schlaphof and William Stock completing

complete line of auto accessories and

KECKLER OIL COMPANY Weeping Water

You'll find the Keckler Oil Com-

at Eagle has always had the confidence of people of Cass county and GLEN VALLERY IMPLEMENT CO. You don't have to go further away FARMERS UNION CREAM STATION has always valued that confidence. They are prepared to serve you in

Cass county. By continuing that prac-

By maintaining an uninterrupted the future as they have in the past cream and eggs, the Farmers Union V. TRUMBLE MARKET-GROCERY

Eagle One of the most reputable stores

in Cass county is the market and grocery of V. Trumble, at Eagle, Mr. Having been located at Nehawka tice they hope to continue building Trumble has operated the business since 1919. He is a native of Cass

> county and employs one local person to assist him with the conduct of the business.

Eagle

At Trumble's you may purchase staple and fancy groceries, fresh and

CONTINENTAL GRAIN CO.

befitting so reputable a firm. Feed and Grain is kept in stock. In the recent King Korn Karnival. The Nehawka Farmers Grain Com-Glen Vallery had a float displaying pany is maintained by all local stockthe first steel plow ever made. It was holders and is managed by J. J. Polmade by the John Deere Co. over lard. 100 years ago. Mr. Vallery's daugh-

ter, Gertrude, was the crowned queen of the carnival.

### HARRIS BAND BOX CLEANERS are over if you'll do your buying at the general store of J. H. Steffens, Plattsmouth

who for twenty-four years has cater-The Harris Band Box Cleaners, which has been located in Platts- ed to the household needs of Nemouth for the past twenty-five years, hawka people. Buying is a pleasant has given women of this vicinity a task here and an economical one too newer conception of laundry and dry for prices are always low at the J. cleaning service. Startling improve- H. Steffens store. And a nice feature ments in methods, materials and of it is that you can fill most of your

equipment now safeguard your needs here without going elsewhere. clothes as never before. You only selecting from a large stock of grohave to try the Harris Band Box ceries, drygoods, shoes, notions, etc. Cleaners to realize the difference A real one stop store. Mr. Steffens has been a resident

these changes have brought about. The business is equipped with all of Cass county since 1913. He has county, boasts many fine business Boeswitter as President, R. C. Wenmodern equipment to give you every always been active in the civic af- houses, and among them is the Rob- zel as Vice President and Clyde West service available in the laundry and fairs of the community, being a past inson Elevator, managed by Robert dry cleaning work. The Harris Band chairman of the Nehawka school Weston. This firm, which buys and Box Cleaners is as near to you as board, past mayor of Nehawka and stores grain, succeeded the Farmers your telephone. Pick it up and ring was a member of the Boy Scout Elevator six years ago and since that 75. One of their trucks will soon be Council for over twenty years. He time, their business has advanced present position by giving its deat your door to get your work and is now a member of the Board of

they will return it as soon as it is Trustees of the Methodist church. finished. You'll never again bend over the antiquated washer. You'll know what a real laundry and cleaning service is like.

This is the only commercial launpeople.

### BAUER AUTO AND SUPPLY CO. & BAUER HEATING AND PLUMBING

Plattsmouth

Few businesses in Cass county have existed has been built into the new enjoyed the steady and consistent lines of the new Chrysler and Plygrowth attained by the Bauer Auto mouth cars. Solid, massively rugged and Supply Company and the Bauer strength and beauty of line, always Heating and Plumbing of Platts- a dominant feature of these cars, mouth. Since its inception in 1902, have been enhanced by many new the firm has gone ahead in the most features that will immediately atprogressive manner, enlarging their tract your attention. The Hansen's stock and bettering their service from Garage policy, ALWAYS RELIABLE year to year until now they enjoy is reflected in every model. have is indeed a reflection of the turer, briefly, to afford prompt and high esteem in which they are held efficient service in every detail.

by the people of this entire section. This is one of the oldest auto deal-

ing concerns in the county. They sell the Nash automobiles, Dunlop and Seiberling tires, auto accessories and HANSEN'S GARAGE

Nehawka There are none to dispute the well

dry and dry cleaners in the county, known fact that the automobile is It has been owned by E. C. Harris the essence of perfection in transporsince 1914, and he employs six local tation and it is also a well known fact among the knowing that the Chrysler and Plymouth cars represent perfection in the automotive

> industry. An uninterrupted and smooth flow

of power and pep you never believed

and occupy an important niche in It might also be said that no car the principal reasons to which the the" business chain of Cass county. is better than the service given to it success of this firm might be attrib-The firm's affairs are not confined to by the man who sells it and in this uted. It's a fine hardware and im-

THE GAMBLE STORE AGENCY

Weeping Water

you get real service-not just a filling station. By selling dependable and giving such exceptional service, R. W. and R. L. Keckler have built

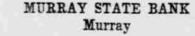
position from a humble beginning twenty years ago. Madam, your shopping troubles

### JOHNSON'S CAFE Weeping Water

Delicious coffee, fine food and leasant surroundings for breakfast. unch or dinner. That's Johnson's Cafe at Weeping Water, which has been operated since September by A. E. Johnson, an experienced restaurant man.

### **ROBINSON ELEVATOR** Murray

very steadily.



The banking interests of Murray eral treatment, consistent with pruare well taken care of by that sound dent banking. The Bank of Eagle banking house you all know so well. | wants your account and aims to make

the Murray State Bank, established Its service of real value to you in here in 1900. With W. G. Boedeker order to secure and retain it. This bank was established in 1890 as President, and Charles Boedeker as its Cashier, it has a Capital of by A. C. Adams and associates. Mr. \$20,000.00, Surplus and Undivided Adams was president until 1905. Profits of \$15,000.00 and Deposits when he was succeeded by George

aggregating \$\$275,000.00. The Murray State Bank is a mem- came president and still acts in that ber of the Nebraska Bankers Asso- capacity. The bank has Mr. Nelson ciation and the Federal Deposit In- as President, John Peterson as Vice surance Corporation. They also write President and Harry Robertson as

farm loans. MURRAY HARDWARE Murray

Years of reliable service, handling Quality Goods at Quality Prices, are

ured meats, fresh fruits and vege ables, all at prices you can afford. This is truly a house of service and Skelly gas and oils, fine accessories co-operation in the progress this county is making. They are deserving of your co-operation. For free up this enterprise to its present delivery service, telephone 3. the Board of Directors.

### FARMERS UNION CO-OP. ASS'N. Eagle

Good times, bad times and so-so times-they all revert to Mother

Earth and the farmer. So any business that tends to aid the farmer. to wish you had. You can't make helps us all. The Farmers Union that mistake at the grocery store of Co-Op. Association at Eagle since P. F. Rihn and Charles Greene, for 1916, has long been known as the they don't have anything but the farmer's friend, co-operating with best in the store. Never have, since them in the agricultural progress they took over this store thirteen THE NEBRASKA CHIL-

Cass county is making. years ago. This concern is operated on a cooperative basis, having eighty-five

stockholders. It is under the man-Murray, a thriving town in Cass agement of Guy Jones and has Oto

as Secretary-Treasurer.

### THE BANK OF EAGLE

The Bank of Eagle has reached its positors a full measure of safety as well as prompt and courteous treatment. Since its beginning, in 1890, it has always extended the most lib-

CHARLES ATTEBERY

Union It is casting no reflection on any means.

Charles Attebery garage at Union is in 1893, more than 22,000 children teemen in the past check of perone of superior qualities, offering a have had care and over 4,000 have formance. service and grade of workmanship been placed in good homes. In Cass

slipshod methods of mechanical re- The society is non-sectarian, statepairs are tolerated here. Whether it wide in its service and licensed by community committeemen and, help is a small job, minor repairs or a the state for the care and placement to determine field boundaries and complete overhauling, the Charles of normal children of all ages. It make measurements. Attebery garage does it with the is supported almost entirely by volsame painstaking care and thorough- untary donations and does not re- farms in Cass county indicate par-

master workman in any field of en- Members of the local advisory deavor; work that makes you realize board are Dr. R. P. Westover, Rex what a fine garage this is. The Young, Mrs. Ona Baird, Mrs. J. E. Charles Attebery Garage knows no Wiles and Miss Alpha C. Peterson.

done right or not at all. You'll come

With just and ample cause to be back again if Charles Attebery does local limits, but extend over a wide respect C. H. Hansen measures up to plement store, owned by a home town proud of its role in the development your work-next time you need serarea and the large patronage they every standard set by the manufac- man and handling things you'll like. of Cass county in an agricultural vice in his line.

This firm was established in 1929 capacity, the Farmers Union Co-Op. Charles Attebery, owner of the night, appearing in the Journal Wedby A. L. Carper and B. H. Nelson. Association of Elmwood enters its business since 1926, has the sub-nesday, the name of Mrs. Frank A. of the young people. After the cere-At the death of Mr. Nelson in 1933, twenty-fourth year of service to the agency for Chevrolet cars. He also Cloidt was omitted from the member- mony the party returned to Omaha

you will find a general line of hard- past, the future will be marked by a fine line of auto accessories, Frost the dining room. The ladies had a ware, builders hardware, John Deere continuance of the old reliable policy and Willard batteries, Emerson and wonderful part in the success of the You don't need to go out of town implements and tractors, implement of handling only the best in grain, Crosley radios and the Standard Oil evening and it is wished that all Valvoline and Penzoil motor oils. In or send your money out either, in parts and repairs, Monarch ranges coal, feeds and farm implements, petroleum products.

FARMERS UNION CO-OP. ASS'N.

Elmwood

**RIHN & GREENE** Union

It is better to buy the best than

DREN'S HOME SOCIETY

### EDMONDS GARAGE Union

One of the finest garages in this in the next few days for the annual have been submitted for payment entire vicinity is the one at Union solicitation of donations.

conducted by Gilbert Edmonds since The little boys, whose picture is the next thirty days. It is anticipated March 29, 1939. Mr. Edmonds, him- shown above, are but one example that the 1939 applications for Agriself, is an expert mechanic with of the hundreds of cases that come cultural Conservation payment will many years of experience in this line to the society during the year. These be in the hands of farmers for sigof endeavor and he personally in- little fellows were deserted by both | nature in November.

spects every job. The firm also han- parents and left to shift for themdles the Continental petroleum prod- selves for food and shelter and were planted for 1940 harvest will get ucts. Gates tires and batteries and found sleeping in a stock yard pen under way in Cass county November

Frost batteries.

other garage to point out that the Since the society was chartered ation with the community commit-

that we know will please and satisfy county 101 children are included in proves there is more satisfaction and the most critical. No hap-hazard or this number.

ness that is characteristic of the ceive tax funds.

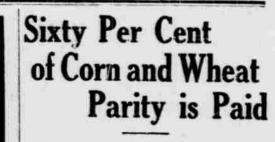
## NAME IS OMITTED

of the Eastern Star Friendship

Mr. Carper became sole owner. Here, farmers of Cass county. As in the sells Norge electrical appliances, a ship of the committee in charge of

have full credit.

to conjure with in the general mer- that Mr. Harms is a well known chandising business. Because of A. business man, a good neighbor and O. Ault's reliability, it has become a good citizen.



### This Represents \$137,902.12 Paid Out to Farmers of Cass County. Says County Chairman.

Alfred Gansemer announced that approximately 60 per cent of the corn and wheat parity payments have been paid, this represents \$137,-902.12 paid to farmers in Cass coun-G. M. Porter of Lincoln, field so- ty for staying with their 1939 corn

licitor for the society in Cass county, and wheat allotments. Substantially will be working in this vicinity with- all of the remaining 40 per cent and should be in the county within

The check of performance on wheat on a pile of old straw. A kind judge 1st, on all farms requesting inspecsent them to the sheltering arms of tion. Again farmers will be asked the Nebraska Children's Home So- to cooperate with their community ciety in Omaha, where they have committeemen in measuring the come to realize what a REAL HOME wheat acreage. The county committee gratefully appreciate the cooper-

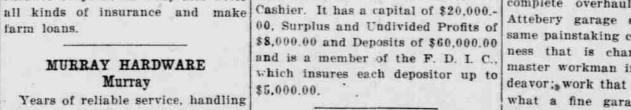
> The 1939 check of performance interest in the farm program when the farmers will go out with their

About 85 per cent of the wheat ticipation in the 1940 farm program.

## MARRIED AT COURT HOUSE

Wednesday afternoon at the office of Judge A. H. Duxbury at the court house, John A. Conley and Miss Marguerite Lorraine Albers, both of Omaha, were married. The marriage lines were read by Judge Duxbury and the ceremony witnessed by Mr. where Mr. and Mrs. Conley are expecting to reside.

Our stock of legal blanks is most complete.



Ritter. In 1930, A. J. Nelson be-

other way to do a job. It must be



\$5,000.00.