MONDAY, JUNE 10, 1940.

# Reminiscences of Many Years in Business

### L. Neitzel Retires from Hardware Business He Established in the Spring of 1891.

### By L. NEITZEL

In the spring of 1891, I started a new venture-that of becoming a hardware dealer. Being then 37 years old, it seemed a little late in life, but the results show that it was not too late. It took courage, faith and hard work to found a town and a good business. The location of the town site had much to do with its future. Being located in the midst of a sturdy, thrifty, deeply religious principally German, people, its success was assured from the beginning. I was one of four Evangelical preachers who purchased lots in the newly platetd farm of the former owner, L. C. Eichhoff. The other three were Matt Inhelder, W. F. Schwerin and A. Haas.

Rev. Haas and his brother, Franfl, built a two story frame building on the lot where W. Zabel has a fine grocery store, while the writer built on the lots of the present store.

vears." site company thought it would be

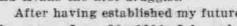
name the place. After some deliberation, I named it "Murdock" in honor of an official of the Rock Island railroad.

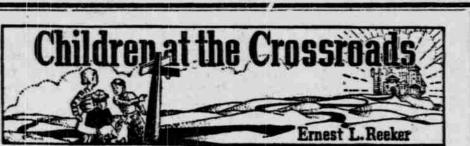
We would put on record some of can't get along. I think you had betthe first men who had a part in lay- ter shut Darold up before he kills his ing the foundation of one of the pa."

cleanest, best kept owns in Cass county:

Sam Kits finished; Al Babbit run the the home, which under Darold's first elevator, which was owned by mother's care had been comfortable, Counselman & Co., of Kansas City, Mo. E. E. Wees opened the railroad ment was rapidly deteriorating, just

station. Ernest Hildebrand built and Ed Evans the first druggist.





Guiding Star to a Career |as Darold and "pa" were Hair, long uncut, matted about his away under her influence. The only sister of Darold's mother, soiled neck and face: clothes filthy and dilapidated, hung on him in her twin, lived in an adjoining county. The judge hunted her out, told shreds.

looking boy.

and in groves when the weather was fit; in horse barns and hog sheds when it was inclement.

"Why do you not sleep at home?" For answer he exhibited scars on his body, the results of many beatings his father had administred. His step-mother, he related, told many lies about him to his father. Before his mother's death, two years ago, his father had been kind; but since his remarriage he had become cruel.

a steady drinker of intoxicants. "I suppose," the lad interposed, 'you are asking me all these questions because you want to send me

While the place of the coming to the reform school. Dad has been town was not named yet, the town trying to have you do that for two yer.

When the father appeared, by re fitting that the first settler should quest, in court a few days later, he was in a drunken stupor. The step-

mother volunteered the enlightenng information: "Darold and his pa

Clearly she wanted Darold "shut up" so that he would not be a bur-

Jake Cain started the hotel, which den to 'pa," leaving more room in but under the step-mother's manage-

operated the first livery barn; a Mr. swept away the savings of nineteen Savadge was the first blacksmith, and years, but by faith and courage in three months the present building

"How old are you?" the juvenile the story of Darold's neglect, and to- among Farm Security Administration court judge approached the forsaken- gether they walked across the field borrowers in Region 7 in an effort The laws and rules of traffic corn. Without hesitation the farmer announced today by Walton Dodge, As the conversation went on, Dar- unhitched his team, left the half- acting assistant regional director of If every one could meet the wife old admitted that he was something filled wagon in the rows, and drove FSA. of a Tarzan, sleeping on creek banks to Darold's rescue. first encounter with his uncle and

er in my aunt as she came to get me list the co-operation of horrower

life, to take care of me" Loving care and encouragement except 25 southwest counties. There brought Darold up to his last two are now approximately 75,000 FSA Who run recklessly at play, years of law school. Then drouth families in the four states. and depresson reduced the uncle's income so that Darold worked his way

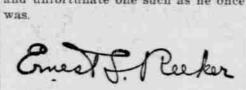
through the last years. This month day, surrendered a tenth of his pay Before he takes a trip, he is being graduated with bonors. and, after passing the law examina-

tions he will be admitted to the bar and establish himself as a trial law- activities and can assist farm people While driving roads at night,

In days to come, he will probably financial loss that strikes one out of Could be chalked up in the fight.

Perhaps Darold's appearance in court

practice of law for his future voca- government statistics, he said, reveal



VISITING COUSIN HERE

Rolaine Janda, daughter of Mr. After having established my future was in operation on a larger scale, and Mrs. Raphael Janda of Kansas home, on June 30, 1891. I brought The people in whom I had unbound- City, Missouri, was brought to this

### PLATTSMOUTH SEMI - WEEKLY JOURNAL

#### Seek to Reduce If every one who drives a car **Accident Rates** Could lie a month in bed. With broken bones and stitched-up Wounds or fractures of the head. on the Farms And here endure the agonies

wasting Educational Campaign Started by the Any more to me and you. FSA to Make Possible Greater Safety Through Region 7.

If every one could stand beside The bed of some close friend. And hear the doctor say "No Hope." Plans for an educational campaign Before that fatal end, And see him there unconscious.

Never knowing what took place where her husband was gathering to reduce the farm accident rate were I am sure we'd soon embrace.

That many people do,

And step into the darkened home Dodge said that suitable safety Where once the sunlight shined. Weeks later Darold reviewed his material and full instructions for And look upon "The Vacant Chair" checking farms have been sent to all Where daddy used to sit, I am sure each reckless driver aunt: "I saw the image of my moth- FSA county supervisors who will en- Would be forced to think a bit.

IF EVERY ONE

out of trouble. It seemed as though families and those receiving grants If every one would realize Mother ( herself, had come back to immediately. Region 7 embraces the Pedestrians on the street. Dakotas, Nebracka and all of Kansas Have just as much the right of way As those upon the seat. And train their eves for children This steady toll of human lives "Statistics show that the American Would drop from day to day.

> farmer, who works many hours a If every one would check his car to accidents," Dodge said. "We feel For worn-out tires, loose steering

that FSA can do a worthwhile job wheel by adding a safety program to its And brakes that fail to grip And pay attention to his lights

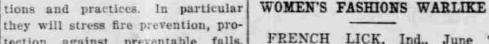
in avoiding the suffering and the Another score for safety'

every 12 farm families each year." Dodge cited the excellent record If every one who drives a car, Would heed the danger signs. of industry in reducing accidents. Placed by the highway engineer, pointing out that industrial accident Who also marked the lines, under these unhappy circumstances deaths have been cut to 1,900 per To keep the traffic in the lane. annum compared with the 4.400 lives And give it proper space, lost in farm accidents yearly. Latest Would not have taken place. The accidents we read about

tion so that he might shield a weak that America's annual accident toll And, last if he who takes the wheel and unfortunate one such as he once is more than 100,000 dead, 400,000 Would say a little prayer.

permanently disabled and ten million And keep in mind those in the car Depend upon his care. injured, with a total cash loss of ap-And makes a vow and pledge himself proximately \$2,500,000.000. Safety To never take a chance, experts allocate from 27 to 35 per The great crusade for safety Then would suddenly advance. cent of this loss to the farms.

Field personnel of FSA will discuss -C. E. Weiser, Monticallo (Utah) safety practices with farm families Record. Nebraska Safety Counand encourage accident prevention cil, Lincoln, Nebr. by calling attention to unsafe condi-



L. R. Stanley was busy last Wednesday putting up alfalfa on his land. He was assisted by W. L. Murfin. During the time Albert Kiser was at the hospital, Miss Myrtle Wood They'd never need preach safety took Mrs. Kiser to Omaha to visit her husband, a very kind act. Mr. and Mrs. Ralph Colbert of Weeping Water are visiting at the home of Mr. and Mrs. H. H. Dehnning, spending the evening there.

William Kanup and family were in Murdock last Wednesday, attending the Bible school picnic which was sponsored by the three Bible schools, Callahan, Murdock and the Louis-Murdock.

Fred Patzel, of Lincoln, brought a truck load of furniture from the capital city and placed it in the house where Louis Schmidt has been living. Mr. Patzel himself will continue to remain there to care for his work. William Rueter and family were in where they visited and attended the which was held at the Murdock pub- the pole.

lic school grounds. A bountiful picnic dinner was served.

aha, where he underwent a success- looked after. ful operation. His recovery has been home in less than two weeks.

Spent Memorial Day in Iowa

drove to Smithland, Iowa (southeast aid. of Sioux City), where they visited for the day at the home of Robert Reese. son of Uncle Frank Reese, Mr. Reese said crops are looking fine in that vicinity.

### Visited Friends Here

their home at Ogallala, but formerly

lived west of Wabash, were visiting family are driving a new Ford V-8.

WABASH NEWS Omaha Party

PAGE THREE

Has Wreck on **Highway Friday** 

Coming North on Highway 75, Car Skids, Hurled into Telephone Pole-All Injured Some.

Friday afternoon a family party of Omaha people suffered an auto wreck on highway No. 75 in the south part of the city near the Welshimer filling station, the occupants of the car all being bruised and inville church located northeast of jured some, but fortunate in not receiving more severe injuries due to the severity of the wreck.

The car was being driven north, and the right front wheel apparently had gotten off the paving onto the shoulder of the highway. In attemptwork in Lincoln and must himself ing to get the car back into the main highway the driver had cramped his wheels and the car swung over to Murdock Wednesday of last week, the left side of the roadway and into a telephone pole. The car had ap-Bible school picnic sponsored by the parently been going at a high rate three Bible schools of that vicinity, of speed as it was wrapped around

As soon as the accident occurred help was called and Ed Ofe, local Albert Kiser was taken with an Red Cross first aid man responded, attack of appendicitis which proved as did Dr. R. P. Westover to give quite severe, and as this was one of first aid and Sheriff Mrasek and Derepeated attacks in the past, he was puty Sheriff Doody also came out to taken to St. Joseph hospital in Om- assist in getting the wreck victims

The occupants of the car were so rapid that he was able to return Mr. and Mrs. Ed Nice and their two sons, Larry, 6 and Jerry, 3, all of Omaha. Mr. Nice and son, Larry seemed the most severely hurt as Uncle Frank Reese, John Cardwell both had severe bumps on the head and family of Wabash and O. E. and some lacerations. They were all Underwood made a merry party who taken to Omaha to receive hospital

LEWISTON NOTES

Program and homemade ice cream! Where? Lewiston Community Center. When? Friday, June 14 at 8 o'clock. Everyone is welcome, Come John Creamer and wife, who make and have a good time. 11 Mr. and Mrs. Homer Campbell and FRENCH LICK, Ind., June 7 here and at Weeping Water, attend- Mrs. Arthur Hanson, Margaret

Lewiston invites all candidates to

MARRIED AT OMAHA

of the marriage of Miss Ileen Shel-

lenberg and Mr. Edwin Mortensen, of

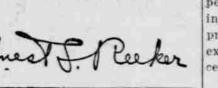
Omaha. The wedding took place last

HERE FROM CALIFORNIA

Mrs. Emma J. Gates from Los

The announcement has been made

1100



stand, this time at an attorney, before the very court where he halt-

ingly detailed his neglected youth.

and the court's efforts in his behalf influenced him to determine on the

my family here from Milford, which ed faith, stood nobly by me. I have city this week where she was my last pastorate. Here my given this community 50 years of of her cousin, Rose Marie Lillie. Acchildren grew up, received their ear- service, by day and by night, and companying her here was her father ly education, which they completed they have stayed by me loyally and who visited here a short time with in Naperville, Ill., for the son; two true, and together we have achiev his mother, Mrs. Josephine Janda and of his sisters at Wesleyan and of one ed a modest success. I have lived a his brother-in-law and sister, Mr. and sister in Omaha at the Wise Memorial long time; my former friends and Mrs. Harold Lillie.

hospital. One after another left the comrades have gone-I belong to a parental home to found their own former age; I think it best and home, but all held Murdock in sac- proper to make room for the present red memory, because tha was their generation; therefore I have termifirst real home; their earlier years nated my labors this day, and turned Plattsmouth's aged ladies, is quite

were spent on the circuit in the the business over to a most worthy low at the St. Catherine's hospital. and capable young man, well known Omaha, where she was taken this parsonage. In the first few years, in order to and beloved by all-George L. Kruse, week. Her condition was such that

support the family, I worked many who will give his customers the ser- the children were called to her beddays helping lay foundations, carry- vice they demand, gladly and cheer- side this morning. A daughter, Miss ing rock and mixing mortar for Fred fully. He is a very deserving young Marie Prohaska, arrived from Balti-Easterday and Henry Schlaphoff, do- man, a homebuilder and enthusiast more, Maryland to be with the and involving 15,000 FSA families. ing lathing and helping carpenters, for the good of the citizens. May he mother during her critical illness. 10 to 16 hours a day, receiving \$2 enjoy the love and esteem that I

per day. I think I earned it. Those have enjoyed these many years, and were the horse and buyy days-and carry the business forward with and to great success! we were happy and content.

In all those years, to the present I have kept my faith in God; have who helped me to whatever success days taking treatment, returned NATION'S BEAUTY BILL tried to make my contribution to the I have achieved, I herewith express home Wednesday afternoon. He is Kingdom of God. I have taught in my heartfelt gratitude and apprecia- feeling much improved and refreshed the Sunday school from the begin- tion! I hope to spend my declining from the rest and course of treatning and would now have a regular years in your midst, which will not ment. The many friends of "Jimmy" class, if it were not for my poor be many more-and when my day is are pleased to see him back home

hearing; but I still teach or preach, or both, nearly every Sunday, over ered the sermon on the text I Tim. several counties and enjoy it.

In 1910, a very disastrous fire



proper handling of farm animals and vention.

## MRS. PROHASKA LOW

Mrs. Ferdinand Prohaska, one of

**RETURNS FROM HOSPITAL** 

And to my patrons and friends St. Joseph hospital for the past ten

ended, and the preacher has deliv- and ready for duty.

6:12, "Fight the good fight of faith, LEAVES FOR KANSAS lay hold on eternal life, whereunto thou art also called" etc., you may From Thursday's Dairy-This morning Harold Wolever, who place my body by the side of my

has been employed at the Hotel companion who preceded me and Plattsmouth for some time, departed rests in Wyuka. And in that great for Wichita, Kansas. He is going day, when the trumpet shall sound,

and all the dead shall rise: "As for to the Kansas city for the purpose me, I will behold Thy face in right- of entering the airplane factory there eousness; I shall be satisfied, when I if possible, this plant being built awake in Thy likeness." (Psalm 17: into one of the largest in the country. 15). Murdock( Nebr., June 5.

### VISITING IN OKLAHOMA

HOME FROM SCHOOL

### HERE FROM ASHLAND

L. NEITZEL.

# From Friday's Daffy-

Your friend and neighbor.

Ashland, were here today to spend a hearing in the county court as well that section of Oklahoma while few hours. They were attending a there. as visiting relatives and old friends.

### RETURN FROM EAST

From Saturday's Dally-Mrs. E. E. Gooding and daughter, Evelyn Lee, who have been enjoying a visit at Detroit and vicinity, returned home Friday. They have parents, Mr. and Mrs. John Woest; been visiting at the home of Mrs. Dorothy Simoneick and family, who is a sister of Mrs. Gooding.

his aunt, Mrs. Augusta Haupt; his sister, Miss Ruth Woest. DEAD STOCK WANTED Thomas Walling Company Abstracts of Title

Prompt, Courteous Service-Phone MA-4646. South Omaha Phone 324 - Plattsmouth **Co-Operative Rendering Works** <del>↓·↓·↓·↓·↓·↓·↓·↓·↓·↓·</del>

machinery, and home accident pre-A recent report on a farm accident is typical of how expensive carelessness can be. A farmer and his ing companies.

Meyers told the association's conwife were driving four hogs into a vention that new dress creations from past twenty-two years. barn to be loaded when one of the animals ran between the woman's Paris will be ultra military with ep-

legs, knocking her down and causing aulets, military pockets, buttons that resemble bombers and accessories that a bad arm fracture. Total medical bill for the woman was \$44.90. The are models of tanks, machine guns, hand grenades and other was equipbogs sold for a net of \$48.15.

Dodge said that accidents consti- ment. tute one of the major 'leaks' of farm income. He cited a survey last year

WRITES FROM CALIFORNIA

a son of Mr. and Mrs. Thomas

Kratochville of this city, is located

in the same city as the members of

and Mrs. Earle Koeble are located.

stated that he saw Joseph Chovanec,

covering five middlewestern states Close friends of Wesley Kratoch During the year there were 10 fatal ville have received word that he is accidents and 12,713 days of lost now situated in South Gate, Calitime due to injuries. The medical fornia where he is working for a outlay was \$15,033.23, and the net building contractor. The young man,

James Holy, who has been at the cost of 149 fires was \$25,466.

SET AT \$142,000,000 the Charles Palmer family and Mr.

In one of his cards Mr. Kratochville CHICAGO (UP)-About this business of being beautiful: The American Hairdresser, beauti-

cians' trade paper, reported that 40,- the navy in San Diego, California. 000,000 women spend \$142,000,000 annually in beauty salons. Of this amount, approximately \$6,000,000 is

spent for scalp treatments; \$13,000 .-000 for cosmetics; \$15,000,000 for Bishop. manicures; \$17,000,000 for dyeing and bleaching hair: \$18,000,000 for facials: \$73,000.000 for permanent

### ERNEST SEITZ HERE

Members of the John Seitz family were surprised Thursday when Mr. Seitz's son, Ernest Seitz arrived here

Miss Rose Janca of this city depart- from Eugene, Oregon, and plans to ed Thursday for Kingfisher, Okla- remain for a visit about a month. homa, where she will enjoy a visit The young man is steadily employ-Mr. and Mrs. J. E. Lancaster of at the home of her sister, Mrs. Mary ed in Eugene. Here he will also visit

Lukasek and family. She will also his sister, Mrs. Beulah Reamer. visit many of the points of interest in

waves.

#### NAMED YORK COACH

Gamblin of this city. YORK, Neb., June 6 (UP)-Roland Tonkin, Milford high school **After the Hail** coach, has been named athletic di-Robert Woest, engineer student at rector and head coach at York colthe University of Nebraska, ar-lege to succeed Neal Gallant, who

rived here yesterday to spend the recently resigned. summer vacation period with his

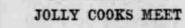


GENERAL CONTRACTING Wells, cisterns, basements, reservoirs. Workmanship guaranteed. Frank Finder, 504 Avenue C., Plattsmouth. Twenty years in business. j6-2tw

American women soon will look like ing Memorial services at both ceme- Moore and Georgia Creamer enterwalking arsenals, according to Phil. teries. Also, Mr. Creamer was visit- tained the Murray Aid at the Creamlip Meyers, Cincinnati, O., woman's Ing while here with his friend, L. R. er home. A large crowd was present. apparel executive and president of Stanley. They returned to their home Remember the date and place. the national association of direct sell- in the western part of the state the Program and ice cream at Lewiston latter part of last week. They have Community Center. The public is been away from this vicinity for the welcome.

be at Lewiston Center, we serve ice Kensington Meets Wednesday cream and cake, meet the voters of The Wabash kensington of which Rock Bluffs precinct. They would Mrs. Frank Marshall is an active like to see you before they go to the member, was meeting at the Marshall polls, don't you think? home in Weeping Water last Wed-Johnny Rea visited at the home of nesday. The ladies enjoyed their trip his brother, Mr. and Mrs. Robert Rea to Weeping Water and the excellent south of Plattsmouth.

meeting which was held there, speaking very highly of Mrs. Marshall's hospitality.



The Jolly Cooks met with their leader. Mrs. Milo Farney, June 5. week at Omaha where both the young There were nine members present. people make their home. The groom After our business meeting we made is a grandson of Edwin F. Grimes, chocolate pudding. It was very good. former resident of this city, and son We will meet June 11 at 2:30 for of Mrs. Helen Mortensen. cabbage demonstration by Florene Duda and Margaret Farney.

former Plattsmouth youth now in MARGARET FARNEY. News Reporter.

### BROWNIE GIRL SCOUTS

The Brownie Girl Scouts met Wednesday at the home of Mrs. John From Saturday's Daily-

Eleven members were present. Some of the girls made candy and tie Kirker, mother of Mrs. Long. some of them did sewing. Our next meeting, June 19, will Kirker. be devoted to nature study.

SHIRLEY HUDSON. Secretary.

patient is doing just as well as pos-

sible under the circumstances. Mrs.

McGrath was formerly Miss Frances

It is TOO LATE to Get

INSURANCE

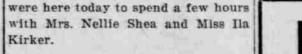
See Me before It is Too Late!

**SCHONE #9** 

REPORTED AS IMPROVING

Mrs. Howard McGrath of Omaha, is at the Methodist hospital recover- Peoria, Illinois where they intend to ing from the effects of an operation visit for a time with the Harley L performed on Monday morning. The

Mr. and Mrs. J. C. Long and little the factory at Kenosha, Wis., to daughter, Nancy Ellen and Mrs. Hat- her home in Beverly Hills, Calif. were here today to spend a few hours



### LEAVE FOR ILLINOIS

June 16th

The Gift Table

is All Set

SEE OUR EAST ENTRANCE

WINDOW

Wescott's

HERE FROM IOWA

From Saturday's Dally-Early today Mr. and Mrs. H. E

Becker, Mr. and Mrs. Wm. Schmidtmann, Jr. and daughter left for Becker family.

went to people residing in this trade territory. Besides that we paid out a considerable amount of money Father's Day

for rent, wages, coal, lights, power and water-all of which adds to the purchasing power of Plattsmouth and Cass county people.

Your home market is as good (or better) as any. Why not sell at home, which helps home labor, our farmer neighbors and yourself?

# PLATTSMOUTH CREAMER

LOWER MAIN St. PHONE 94

### Angeles is visiting at the home of Dr. and Mrs. H. G. McClusky, Mrs. Gates is an aunt of Mr. McClusky and is driving a new Nash car from





paid over \$9.000 for Cream, Eggs and Poultry-all of which



