

MAN IS ELECTROCUTED
Body Is Found in Old Electric Light Plant at Neosho.

Neosho, Mo., May 18.—Contact with a live wire carrying 3,000 volts resulted in the electrocution of a young man in the old electric light plant here Thursday night. He is believed by officials to have been in the plant for the purpose of stealing and selling old copper wire which was there. Letters in a pocket of the man's coat gave the name of C. A. Lecase of Louisiana, other than which there is no sign of identification.

All the electric lights in Neosho went out shortly after 11 o'clock last night and in an investigation conducted this morning by The Empire District Electric Company linemen, the body of the young man was found in the old plant. A knife clutched in his hand and a roll of wire lying beside the body is thought to indicate his purpose there. The hand holding the knife had been badly burned.

The stranger was about 23 year old and fairly well dressed. An inquest will be held tomorrow morning. The body is being held at the morgue until further identification.

FOUNTAIN AND JOURNAL DISCONTINUED

James Jones, of Mount Vernon, who was editor of the Fountain and Journal, which had been published for the past fifty years, recently bought the Verona Advocate. He has decided to discontinue the Fountain and Journal.

Mount Vernon has two other weeklies and the field is not broad enough for three newspapers.

SENIOR PICNIC

A few of the Seniors chaperoned by Mrs. C. C. Cook went on a picnic to Pioneer, Friday.

Upon their arrival, they began to prepare for the feed and what a spread it was. The sandwiches were so appetizing and no one seemed to notice how many olives, pickles and sweets anyone ate. Oh, the joy of a picnic!

After the spread, boating was the order of the afternoon, and fun—why, every moment was full of it!

The Peirce City High School pupils were there and the little but sweet Juniors from Monett were also there and as the Seniors have quit wearing their caps and gowns, they didn't feel any too big to notice the Juniors occasionally.

In the crowd were: Misses Mildred Callaway, Eva Marie Dunigan, Viola McFadden, Ruby Lane and Miss Dorothy Morgan of Rogers, Ark., Messrs. Kenneth Wright, Byron Vaughn, George Miller and Russell Cote.

ESKRIDGE DAMAGE CASE COMPROMISED AND SETTLED

The case of Sam Eskridge against the Frisco for damages has been compromised and settled.

Mr. Eskridge, while performing his duties as brakeman for the Frisco at Rogers, Ark., had his legs mashed so badly that an amputation was necessary. His suit for damages was filed by Attorney D. H. Kemp, of Monett, in the Federal court at Fort Smith, Ark. The case was returnable at the June term, 1917, but has been compromised and settled. Mr. Eskridge was paid the net sum of \$9,825 in cash.

VITAL STATISTICS IN THIS DISTRICT

Following is the birth report from March 27 according to Registrar Dr. Wm. West.

- Born to—
- March 27, Mr. and Mrs. Ed Crossland, girl.
- April 10, Mr. and Mrs. W. T. Wilson, son.
- April 11, Mr. and Mrs. Harry S. Etter, son.
- April 17, Mr. and Mrs. Charles McCurry, son.
- May 10, Mr. and Mrs. Charles LeFurjah, son.
- Death report—
- April, Beulah Elizabeth Griffith, age 4 years, 2 months, 8 days, pneumonia.
- April 9, Barbara Helen Haynes, age 5 years, 3 months, 19 days, typhoid.
- April 9, Elmer Smith, age 51 years, 1 month, 9 days, Bright's disease.
- April 17, Charles Edward McCurry, age 6 months, enteritis.
- April 22, Pauline Gilstrap, age 1 year, months, 2 days, meningitis.
- April 25, Emily Gassette, age 82 years, 9 months, 12 days, diabetes.
- May 4, Thomas Curry, age 62 years, 2 months, peritonitis.
- May 7, Emma May Bradford, age, 3 days.
- May 12, William Ernest Dummit, age 41 years, 18 months, suicide.

To Our Credit.

The delegates from the Christian church attending the Third District convention held at Joplin this week report a fine convention and an attendance of 86 delegates. Rev. Moore of the Monett Christian church delivered an address at the closing session of the convention which was assembled around a great banquet table. The Monett delegation invited and secured the convention of 1918 for Monett, the exact date being yet to be decided.

THIRTY-TWO MEN BOOST WAR CROP

College of Agriculture Men Are Organizing Missouri Counties.

Columbia, Mo., May 19.—In order that Missouri's crops may be increased to provide a greater supply of food stuffs, thirty-two men from the College of Agriculture of the University of Missouri are now organizing county councils, as divisions of the State Council of Defense.

The counties of the state have divided among the workers and each will be visited by them. In addition to the work of organization, these men will give information as to soils, seeds and other branches of farming.

BERRIES AND PEONIES LATE

This time last year berry shipments by express had been going forward for about a week and carload shipments had begun. This year, so far, there has not been any express shipments and there will not be any until the end of this week. Carload shipments can hardly begin before the latter part of next week. Cool weather is responsible for this holding back of the crop, the first weeks in May having been unusually cool.

The berry export from Sarcoxie in 1916 was the largest in many years, reaching a total of 185 carloads. The export for 1915 was 118 cars and the average is about 100 cars. This year's export will not be anything like as large as that of last year, but it may come up to the average. Whether it will or not depends very much on conditions from now on until the end of the season.

The peony fields are also late in blooming, due also to the cool weather. The anticipated export has been greatly reduced by a local hailstorm which decimated about two-thirds of the plants, rendering them either bloomless or unfit for market, and entailing a loss of several thousands of dollars to the growers.

The crowds which come to Sarcoxie every year to see the peony fields in bloom will see as fine a spectacle this year as in former seasons, because, though many of the peony plants are damaged to such an extent as to render them unfit for the general market, they will be allowed to bloom in the field instead of being cut for export.

Last Sunday there was a sprinkling of visitors to see the peonies, this being the time in which they usually bloom, but by next Sunday the crowd will reach great proportions. By then the fields should be at their best or nearly so. The main peony growers are Gilbert H. Wild and the Sarcoxie Nurseries. The fields are worth coming many miles to see.—Sarcoxie Record.

MISSOURI PACIFIC ENGINEER SCALDED IN WRECK

Engineer Schneider, of the Missouri Pacific railroad was the one injured in the wreck at Granby, Saturday, instead of Fletcher Ferguson, a Frisco engineer, of Monett, as was reported here.

The collision of the Missouri Pacific mixed freight and passenger train with a Frisco freight as it was crossing the Missouri Pacific tracks near Granby Saturday morning, resulted in much damage to both trains.

Engineer Schneider was caught beneath his engine as the train left the rails and was probably scalded by escaping steam.

Three cars of the Frisco freight were demolished.

SOUTH MONETT NEWS

- Mrs. Glen Lamb is quite ill with the measles.
- Mr. and Mrs. Ada Stockton, of Jenkins, Mr. and Mrs. B. W. Lamb and daughter, Leona, motored to Webb City, Saturday, where they will visit relatives over Sunday.
- Chas. Marshall is building a house on his farm.
- Miss Ruby Miller will visit the family of W. T. McCormick, next week.
- Miss Hazel Caudle has been quite sick with measles.
- Mr. and Mrs. Charles Owens and daughter, Loraine, were called to Kansas City, Thursday, by the illness of Mrs. Owens' niece.

MARRIAGE LICENSES

- Guy HartleyTulsa
- Florence McLaughlinTulsa
- Delmar ParrNeosho, Rt. 1
- Ada BrockNeosho, Rt. 1
- Henry HaatJoplin
- Cymbeline WoodworthJoplin
- G. W. FarmerJoplin
- Audrey E. RenfroJoplin
- J. S. TucherJoplin
- Mrs. Ola WhittingtonJoplin
- Salvin FerrinNeosho
- Walter WeaverJoplin
- Lenna PratherGentry, Ark.
- John W. CampbellSiloam Springs
- Mrs. L. DoraSiloam Springs
- James G. GunningJoplin
- Lizzie E. CoatsGalena, Kan.
- William H. HarmonJoplin
- Ursula Z. HanksJoplin
- Noble BiggsRocky Comfort
- Neva BrownRocky Comfort
- James L. ClarkTulsa, Ok.
- Mabel Adell EricksonTulsa, Ok.
- Bert BabcockNeosho
- Pearl GrauNeosho

COLLISION AT VINITA FATAL FOR THREE

Fourth Person, Engineer George Robson, Also Badly Scalded—Accident Occurred at Crossing of Katy and Frisco

A collision, with a fatality of three and one badly injured, occurred this morning at Vinita.

The Frisco passenger No. 407, due here at 12:35, crashed into a Katy freight at the crossing at Vinita and with the result that George Robson, the engineer, was badly scalded by escaping steam, and the boxcar into which the engine crashed, was toppled over and fell on a woman and two children who happened to be standing on the opposite side and they were crushed to death by the weight of the car.

Robson is a Springfield resident and was taken to his home. He is well known to the railroad boys here. The identity of the woman and children could not be learned.

The train was delayed several hours in arriving here.—Tulsa Herald, May 18.

LAWRENCE COUNTY CIRCUIT COURT

The regular May term of the Lawrence County Circuit Court convened Monday with Judge Charles L. Henson on the bench and all court officers present.

The following are among the proceedings for Monday and Tuesday:

Sarah L. vs. Andrew Ekstram, divorce proceeding; dismissed by plaintiff.

Thomas vs. Nola Taylor et al, partition, attorney allowed \$100.

J. M. vs. Agnes Perkins, divorce proceeding; dismissed by plaintiff.

Thos. R. vs. John W. Colley et al, partition; and ordered sold for purpose of division of proceeds.

Sam Gericke et al vs. Henry Hilpert et al, partition; same as above.

The following divorces were granted:

- Della from Columbus Masters.
- Eva from George Wilson.
- Frank from Malissa Weston.
- Bess from Ed Zinn.
- Blanche from Henry Adams.
- Dolly from L. S. Grigg.
- Emily from Isaac Fetty.
- W. A. from Lena Ferguson.
- Elmer from Mayme Bancy.
- Sarah L. from Joseph E. Marbut.
- A. D. from Minnie P. Ellis.
- Nannie J. from Andrew J. Chandler.
- Lora A. from Taylor Tate.
- Jennie from Isam Ekelton.
- Wm. F. from Carry Neace.
- Susie from Thos. Pennington.
- A. P. from Stella Pendleton.
- Edith from George Brown.
- J. N. from Jennie Cantrell.
- Louis J. vs. Mary C. McClure, divorce proceeding; dismissed by plaintiff.

JOHN vs. Olla Hayes, divorce proceeding; publication ordered.

State of Missouri vs. Jeff Walker, embezzlement; on plea of guilty is sentenced to the penitentiary for a term of four years.

State vs. Clifford Keiffer et al, placing dynamite in stream; dismissed.

State vs. Leslie Woodson and Virgil Overstreet; burglary and larceny; dismissed.

State vs. Sam Shoemick and Louis Mills, petit larceny; on plea of guilty are sentenced to training school for boys until of age; Mills paroled.

State vs. Ed L. Clark, carrying concealed weapon; on plea of guilty is sentenced to county jail for term of six months.

State vs. Ed Gange, selling mortgaged property; sentenced to six months in county jail in plea of guilty.—Lawrence Chieftain.

T. R. BOWEN DIES

T. R. Bowen, a former resident of Monett, died at his home in Carthage, Saturday night, after a long illness with a complication of diseases.

The body was brought to Monett, Saturday night and was taken to the home of his son, Fred Bowen. Funeral services were held at the M. E. church, Monday afternoon, conducted by the pastor, J. F. King. Interment was made in Odd Fellows cemetery.

Mr. and Mrs. Lamar Agan, Mr. and Mrs. Fred Bowen and Gleason Bowen went to Carthage to accompany the remains here.

Mr. Bowen lived at Monett many years. He worked at his trade of brick layer and plasterer until his health failed. He was a member of the M. E. church and the Odd Fellows gave their ceremony at the cemetery.

RETURN FROM FISHING TRIP

Rev. and Mrs. J. F. King and children, Mr. and Mrs. George Wilson and daughter Harriet and Mr. and Mrs. Fred Shaffer went fishing on Flat creek about forty miles from Monett, Wednesday and returned Friday. They caught lots of fish and had a most delightful time.

"Now," said the Sunday school teacher, "can any of you tell me what sins of omission are?"

"Yes, ma'am," came the answer. "They are the sins we might have committed and didn't."

Our Buy At Home Section

Man Loves Gold and Hates to be Imposed Upon by Counterfeits—Goods Shipped in Plain Packages—Many Local Merchants Deficient in Knowledge of Advertising

Now is the time of year to overhaul the old bathroom or install the new.

We can give you prices on any job no matter how large or how small. First Class Work Guaranteed. C. Ivey, Practical Plumber PHONE 96

For All Kinds of Soft Drinks—Call on the Monett Bottling Works Home trade and Picnic Orders a specialty. —PHONE 521

Improved and Unimproved Lands in large or small tracts, also city property. Merchandise and Live Stock a specialty.

W. F. Brite, Real Estate :: PHONE 556 ::

Rich, clear, fragrant Coffee—the real "starter" for the day's work. Try our BIG DEAL COFFEE at 30 cents a pound and get a 7-piece water set free.

Medlin Grocery Company

The variety is here for you to choose from 10,000 rolls of Brand New Wall Paper

C. I. Williams

LOGAN D. MCKEE DRUGS and CHEMICALS Bring your Kodak troubles here Monett, Missouri

If you want the best buy your FRESH AND CURED MEATS at Howell's Meat Market Phone 38 202 Broadway

For Groceries and Feed—PHONE 225

LOCKHART'S

First National Bank Monett Missouri Assets over half million. We appreciate your business

We pay cash for poultry, eggs and hides. Do nothing but buy. They are already sold. Pay highest cash price at all times.

REED & KING

WE HAVE IT—If it is anything in staple or fancy groceries, feed, garden seeds and notions at right prices, Call on Us—PHONE 283 Farmer's Union Store

L. M. BURKHART Is it Groceries, Feed, Flour, Hay or Fresh Eggs you want, why not call on us? We have a full line and appreciate your patronage. Phone 48, for Prompt Response

There's only one pleasant way to reduce your grocery bill—trade here. See Powers & Roark, Grocers Flour and Feed 215 County Road Phone 217

Anderson & Johnson the Tailors You'll find them ready today, tomorrow, or any other day, to outfit you correctly. Phone 453—Third door north of P.O. Cleaning and Pressing

We always get there with the Goods, Prices and Service

WALSH'S If you want first class work get the soles stitched on the Billigan at Wright's Electric Shoe Shop 109 5th St.

[Copyrighted, 1914, by Thomas J. Sullivan] The first hypocrite was the man who stole the liver of the court of heaven to serve the devil in.

Some people speak as if hypocrites were confined only to religion, but they are everywhere, people pretending to wealth when they have not a sixpence, assuming knowledge of which they are ignorant, shamming a culture they are far removed from, adopting opinions they do not hold and pretending honest business roles which are far from the legitimate.

As a man loves gold, in that proportion he hates to be imposed upon by counterfeits, and in proportion as a man has regard for that which is above price and better than gold he abhors that hypocrisy which is but its counterfeit.

Lying before the writer is the acme of hypocrisy. It is a catalogue of one of those mail order houses, and on one page three sewing machines are advertised. The first is declared to be the "most perfect sewing machine on the market," the second is said to have "more good sensible ideas than any other," while the third is praised as being "the most superior sewing machine on the market."

Now, which of these machines really is the best? Which of them is as good as the one your retailer sells and guarantees? Can any reader of the above triumvirate of ads. tell? Most assuredly not.

The lesson should be plain to all who receive these catalogues. They contain glowing descriptions of goods, but the senders of money do not know what they are going to get for their money when they send it to a mail order house.

Goods in Plain Packages.

Were it not so serious it would be amusing to read some of the smooth arguments the catalogue houses advance to their readers in an effort to induce them to send in orders. They say that goods are sent in plain packages because many merchants who buy of them to sell again object to having their name appear on the boxes. We know we are safe in saying there is not one single merchant in the whole United States who ever ordered any goods from these concerns. The statement is made in an effort to make the consumer believe that he can buy as cheaply as his local merchant can.

But printed matter that will sell goods is within the power of almost any local retailer. Most all the expert advice is little more than empty generalizing about nonessentials. It is not literature, remember, but advertising, that you want to write. Knowledge of words and type and the ability to write fine introductory paragraphs and striking headings are not to be despised, of course, but the facts, not fancy ways of saying them, are what induce the people to spend their money in the local stores.

The merchant's knowledge of his store, his goods and the people is more than an offset for any lack of ability to coin catchy phrases or to use technical language in telling the printer how he would like to have his advertising look.

When the merchant sits down to write his ad. he should imagine that his hardest customer to sell to is seated on the other side of his desk. He should write what his talk would be if he were determined to make a sale to that customer when in the most obstinate of moods. He should write it all down, then lock it in his desk for a few hours, later cut out all the superfluous words and print the facts without any trimmings.

Personality Brings Trade.

The nearer the local merchant can come to making his advertising sound like his talk the more effective it will be. Personality is what brings and holds trade; personality secures to your competitor trade likewise difficult to wean away from him.

The modern retail merchant must make sure that his displays in his windows and in the store itself are such as will interest women. A general variety ought to be shown, with prices clearly indicated in plain figures. Make inspection easy and then let shoppers inspect undisturbed, for in this manner many new wants will be developed in the minds of the shoppers. The merchant or salesman who stands over a shopper and attempts to press a sale invariably annoys the customer and hastens his or her departure.

The merchant who has not advanced with the times must come to a full realization at once that many changes are necessary before he can hope to compete resultfully with retail mail order houses, and the first and principal change is the manner in which his stock is displayed, and in the process of this arrangement he must take into consideration the fact that men have almost completely ceased to figure in the day to day purchases of household necessities.

FINE TOMATO PLANTS for sale at

Rauch Brothers. PHONE 315

When buying Hardwheat Flour get the best there is

WICHITA'S BEST Ask your Grocer—Every sack Guaranteed.

J. H. Otterman & Son Dealers in Art Goods and Wall Paper, Paints, Varnishes, Bronzes, Oils, Brushes, Glass, Etc. Picture Framing and Mounting Our Specialty 215 Fourth St. Telephone 30

The Quality Shop Hattie L. McPherson, prop. Fisk Hats—Gold Medal Hats Our Styles are right—Our prices are the same. Seeing is believing—Come and see. IN THE STATE BANK BUILDING

Monett Drug Company Phone 304 406 Broadway Have your doctor phone that prescription to the Monett Drug Co. They will fill and deliver it without extra charges.

Wm. Smerdon, E. L. Jerome Sanitary Ice Cream and Dairy Company Sanitation Our Motto Ice Cream Fancy Butter Pasteurized Products Monett, Mo. Phone 181

J. W. Armstrong & Son The Service Grocers. We deliver anywhere. We keep the quality up. Phone your orders early. Phone 172 Cor. 3rd and Bdwy.

A Harvest of Furniture Fancies at Bradford's Furniture Store Quality Furniture—the only kind it pays to buy.

All kinds of garden tools—Hoes, Rakes, Spading Forks, Wheel Barrows, Garden Plows. You can get them at

Kaase Hardware

Use MEYERS MODEL FLOUR Model Flour is made from the finest selected Turkey wheat and is warranted to be our highest grade flour.

Meyer Milling Company

Tie this to the Cook—We're headquarters for all seasonable foods. B Q Hard Wheat Flour best and cheapest.

A. J. Nordin Phone 125

J. E. CONREY Hay and Coal Flour and Feed 2,000 lbs. for a ton Office 403 PHONES residence 12

Eatables for the Picnic are here in great variety

Shaffer Brothers the Fourth Street Grocers.

The Tritton Floral Company The place to get your tomato, cabbage, sweet potato, mango and other plants. Phone 44.

For wholesome Amusement attend the

BIJOU THEATER Matinee every day. Good show at night.

We handle a full line of Automobile Accessories and do all kinds of repairing. First class Storage Battery Service All Work Guaranteed

Wagoner Motor Car Co. Phone 272 Monett Mo.

Is it Good Home Cooking and Eating you want? If so call at 104 Fourth St.

at The Annex and you will be satisfied. E. S. PADEN, Manager