

# Our New Overcoats Signalize Winter!

IT will only be a matter of a few days now until Jack Frost will nip at your ears and the cold wind whistle about your body. Why not warm up in a "Miller-Made" Ulster, one of those great, loose coats with a belted back and a collar that fits up snug and protecting to the ears.

Our assortment of these coats contains many of the new brownish and greenish shades, also oxford grays and some of the most subdued, dark effects.

Prices range from \$15 to \$30, and any coat that you may choose will contain satisfying value.

Sweater Coats—just "the dope" for cold weather, and prices are very reasonable.

## -WM. HOLLY-



# The Avoca Department

News Items Gathered Each Week by a Special Reporter for This Department of the Semi-Weekly Journal

Charles Hinze made a trip to Omaha Monday.

R. O. Hutchins was at Omaha the first of the week.

Mrs. Johnson is visiting at the home of her son, Sam Johnson.

H. A. Oaks and wife have moved into the Everett cottage in West Avoca.

Mrs. Eli Lundy moved into her cottage in the north part of town Tuesday.

Mr. and Mrs. Jas. Dunbar entertained relatives from Iowa a few days last week.

Earl Hannon left for Omaha Monday, where he will do taxidermist work this winter.

J. H. Schmidt, Harry Marquardt, Austin Lewton and Gus Witzke were Lincoln visitors Sunday.

Miss Ricketts entertained the Happy Hollow club at the home of Henry Straub Tuesday evening.

Miss Eolia Francis entertained the Kensington club at the Samuel Johnson home last Monday evening.

Mrs. Albert Johnson of Weeping Water attended the Halloween social and visited friends here Tuesday and Wednesday.

B. C. Marquardt and wife and Selma Marquardt and Bertha Smoots were automobile passengers to Lincoln and Havelock Sunday.

Walter Peters is here from Wyoming this week visiting relatives.

Sheriff Quinton was over from Plattsmouth last week.

Fred Rehmeier returned last week from Omaha.

Mrs. Charles Woodsen was here this week from Omaha visiting her parents.

Mr. Harrison was up from Dunbar Monday.

Mrs. Fred Ranfranz and daughter of Rochester, Minn., is here visiting her mother, Mrs. Witzkie.

Johnnie Stubbendiek and wife were over from Unadilla Monday.

James Robertson and L. B. Egenberger were here from Plattsmouth Wednesday.

Clyde Jenkins was down from Manley Tuesday night.

Fred Koester and sister left this week for Lincoln, where they will attend school.

Dr. Jake Brendel was over from Murray Tuesday.

The business men of Avoca have organized a Commercial club.

The Ladies' Aid society of the Christian church and the Sunday school pupils gave a social at the town hall Tuesday evening, October 31. A bazaar was held in the afternoon and evening, where articles made by the nimble fingers of the ladies could be purchased. The hall was beautifully decorated by Jack-o-lanterns, Japanese lanterns, autumn leaves and berries, cabbages, etc. The tables called forth many words of admiration for their appropriate decorations, and the dainty place cards, decorated with water colors of black cats, witches, pumpkins and other spooky symbols of the evening of the hob-goblins' and witches' revel. Leaves were passed, on which you were to write ten traits to make up an

ideal husband. The prize of a little memorandum pad was awarded to Pearl Nutzman. In the contest where clothespins were to be made into dolls by dressing in a few scraps of crepe paper, was won by Florence Wilkinson, who was made happy by being presented with a "Happy Kid" doll. Frank Spencer won the prize of a pin tray for being the most successful retailer of black cats. Mr. Kuhnenn expected to be the champion doughnut eater, but Jack Maple took nearly all of them away from him. Various ways of fortune telling were used. For supper the following menu was served: Baked beans, salad, chicken, bread and butter, pickles, tarts, doughnuts, apple pie, pumpkin pie and coffee. The ladies added \$47 to the furnace fund by their work.

### School Notes.

The teachers and about twenty-five pupils took their suppers out to Teff's woods a week ago and all report a big time.

The board has allowed the teachers three days next week, at which time they will attend the Nebraska State Teachers' association to be held in Omaha.

A new furnace, made by the Waterbury System of Heating company, has been recently installed in the High school assembly room, which has proven a success thus far in keeping a perfect ventilation of heat through the room.

The regular monthly program was held last Friday in the High school assembly room, where quite a number of parents and friends of the pupils enjoyed themselves very much.

### Royal Neighbors Entertain.

The Royal Neighbors and their families enjoyed a royal good time last Saturday evening at the I. O. O. F. hall. After the regular meeting the members of the family who were not Royal Neighbors were invited into the hall, where the ladies had spread a feast in the new dining room. Fried chicken, sandwiches, salad, pickles, coffee and cake were served. Music and games helped to pass a very pleasant evening.

### Fire Narrowly Averted.

What might have been a bad fire was discovered in time to put it out at the Oxford hotel one night last week. Landlord Reimer thinks he must have dropped a spark from a match in one of the rooms, and later, on smelling smoke, investigated and found the bed clothes and some clothing on fire. The alarm was given and the fire was soon extinguished.

### Death of Samuel Sreiver.

Word has been received here of the death of Samuel Sreiver. Mr. Sreiver was for many years a resident of Avoca and since the death of his wife a few years ago had become very feeble. Word of his death, which occurred October 24, was not received here until several days after.

### SCHOOL NOTES.

The pupils were busy yesterday you would better guess at the regular examinations. Those who had studied hard and not been absent much and not been called for bad conduct during the quarter, reaped their reward in being excused from these examinations. A large part of the school did not have to show up at all.

Those who want to have a rare treat at small expense will not fail to attend the basketball games at Coates' hall next Saturday night. There will be three games for one admission, and those who are not there will miss the treat of their lives. The seniors will indulge in a contest with the sophomores and the juniors with the freshmen. After these have been staged the winners will enter a contest for the championship of the High school. Better come out and root.

On the report from the superintendent that six rooms are crowded beyond the capacity of their respective teachers to do the most efficient work, the board has decided to open a new room, which will necessitate the employment of an extra teacher. From the reports of the various rooms for the month of October it is ascertained that there were daily in attendance 42 more pupils than during the same period last year.

There is too much absence and tardiness on the part of many students. The report of last month showed a total of 66 tardy marks. If the parents generally understood how essential it is that each child be in his place each day in order to make progress, and if each parent would aid the teachers in their efforts to secure punctuality there would be noticed almost immediately an improvement in scholarship.

Captain Rue Frans of the senior class, Captain Don Arries of the junior class and two doughty warriors from the other two classes (yet to be chosen) are to be the noble managers of the respective basketball teams that are to meet in battle royal at Coates' hall next Saturday night. Don't fail to be there if you want to get in right with the High school boys—and incidentally with the High school girls as well.

Rev. W. L. Austin will be the speaker at the High school convocation tomorrow morning. We are all looking forward to a treat.

The examinations are over. Next week the office will be compelled to have heart-to-heart talks again with the delinquents. There will doubtless need to be some demotions again, as usual. The opening of a new room will also mean that some children will change their buildings.

Chamberlain's Stomach and Liver Tablets do not sicken or gripe, and may be taken with perfect safety by the most delicate woman or the youngest child. The old and feeble will also find them a most suitable remedy for aiding and strengthening their weakened digestion and for regulating the bowels. For sale by F. G. Fricke & Co.

### To Hints to Advertisers.

A writer on advertising subjects tells this story: A man advertised fur lined overcoats, reduced from \$50 to \$30. No reason for the cut was given. He sold very few. The lease of another dealer in the same line expired and he was ordered to vacate in two weeks. He advertised this fact and announced that his fur-lined coats would be reduced from \$50 to \$40. He sold all he had. This incident illustrates the analytical scrutiny with which the public analyzes advertising to see if it is reasonable.

Still another hint from the same writer. A bootblack was noticed one day shouting, "Shine, five cents." He was not very busy. Not far off was another stand occupied by a boy whose outfit and location were in no way different. It was Saturday afternoon. "Get your Sunday shine, five cents," he shouted, and he was hustling all the time. This boy succeeded because he made the public realize that the service he had to sell was one of which they felt the immediate need. His appeal had timeliness and it showed instinct for the news element in advertising. These incidents are full of suggestion to seekers for publicity.

Estimates cheerfully furnished for all kinds of work in the building line from foundation to roof complete. We are prepared to do all kinds of Building Work. Plattsmouth, Nebraska.

**PETERS & RICHARDS,**  
CARPENTERS,  
CONTRACTORS  
and BUILDERS!

Estimates cheerfully furnished for all kinds of work in the building line from foundation to roof complete. We are prepared to do all kinds of Building Work. Plattsmouth, Nebraska.

**FOLEY KIDNEY PILLS**  
FOR LADYLIKE KIDNEYS AND BLADDER

## POSTOFFICE BUILDING SETTLES SEVERAL INCHES

This is Matter That Should Have  
Been Considered in Digging  
for the Foundation.

The work of finishing the new government building is nearing completion. The furniture is being put in place. The marble has been laid in the east corridor and the north one is in progress. The revolving doors at the east entrance are being erected and the east steps have been completed. A circumstance has been noticed recently which may delay the time of occupancy of the building, and that is the settling of the outer walls of the structure some five or six inches, causing the posts to displace the floor above about five or six inches. This will necessitate the workmen to jack up the side walls and put masonry underneath, which is rather tedious work and will take some time to complete. The delay can hardly be charged to the contractor, as he has no doubt filled the specifications in laying the foundation. The error seems to have been in not informing the government authorities as to the nature of the ground on which the building was erected. It seems that the foundation was not laid at sufficient depth to go to the bottom of the "made earth," the site being near where the old creek-bed formerly meandered. It is to be regretted that this was not taken into consideration by the government in making the specifications for the foundation.

"I am pleased to recommend Chamberlain's Cough Remedy as the best thing I know of and safest remedy for coughs, colds and bronchial trouble," writes Mrs. L. B. Arnold of Denver, Colo. "We have used it repeatedly and it has never failed to give relief." For sale by F. G. Fricke & Co.

### Back to the Farm.

C. W. Sherman, sr., who for the past several months has been connected with the Chronicle in an editorial and reportorial capacity, bids us adieu today. We are sorry to lose Mr. Sherman's services. He is a newspaper man of the old school, a man who has been tried by the fire and not found wanting. When this paper was overtaken by troublous times and when it wanted men to step into the breach, Mr. Sherman was to be found in the front ranks. Mr. Sherman goes to his home at Dairy, where he will once more take up the pen that is nearest to his heart. Whenever he is ready to again enter the newspaper field he will always find a place awaiting him on the Chronicle.—Klamath Falls (Ore.) Chronicle.

Mr. Sherman established the Journal in Plattsmouth many years ago, and continued its publication for nearly twenty years, and has many friends in this city, who are always glad to hear from him.

"I do not believe there is any other medicine so good for whooping cough as Chamberlain's Cough Remedy," writes Mrs. Francis Turpin, Junction City, Ore. This remedy is also unsurpassed for colds and croup. For sale by F. G. Fricke & Co.

### Funeral of Mrs. Yost.

Mrs. Elizabeth Yost, formerly a Plattsmouth lady, making her home with Mrs. Dr. Schildknecht, died at her home in Omaha and her funeral occurred yesterday. Mrs. Yost leaves surviving her, besides her husband, one son, Jacob, and one daughter, Miss Ethel, who is a teacher in the South Omaha schools; she also leaves her mother and one sister to mourn her loss. The deceased was born in Ohio fifty-one years ago, and for a time resided in this city, leaving Plattsmouth thirty-one years ago. She was married to Mr. Yost shortly after removing to Omaha. Mr. Yost is manager of the drapery department of Orchard & Wilhelmy Carpet company. The funeral took place from the late residence of the deceased and was conducted by the pastor of the Presbyterian church, W. K. Fox and his mother, Mrs. Dr. Schildknecht, attended the funeral.

For coughing, dryness and tickling in the throat, hoarseness and all coughs and colds, take Foley's Honey and Tar Compound. Contains no opiates. For sale by Fricke & Co.

Try a sack of Forest Rose Flour the next time you need flour. Ask your dealer what he thinks of it.

### Apples Freeze Last Night.

William Taylor, residing south of the city, had the misfortune to have two wagonloads of apples, which he had loaded preparatory to bringing them to market this morning, freeze. Although Mr. Taylor covered the wagons with heavy carpet, yet the temperature was so low as to freeze the fruit. He brought the apples in, but the shippers refused to take them and Mr. Taylor disposed of them at 30 cents per bushel to a local

## AMERICAN BAND OF MERCY SOCIETY TO HOLD MEETING

Meeting is to Be Held at the  
Home of Miss Nora  
Livingston.

The American Humane Educational society will meet Saturday afternoon, November 4, at 2 o'clock with Miss Nora Livingston, at the home of her parents, Dr. and Mrs. T. P. Livingston, on North Sixth street. If weather will permit the children will form in line and march up and down Main street. This meeting is under the auspices of the W. C. T. U. and the following program will be given:

- Song.
- Scripture Reading . . . . . Mrs. S. E. Kerr
- Prayer.
- Salute to New President of Band.
- A Welcome to Her as President . . . . . Mrs. A. H. Knee
- Response . . . . . Miss Nora Livingston
- The Election of Vice President, Secretary, Librarian and Treasurer.
- The Mercy Pledge and Motto . . . . . Theodosia Kroehler
- Song.
- Receiving New Members.
- Reading Selections From Geo. Angell's Address to the National Convention of the W. C. T. U. in November, 1887. . . . . Miss Gass
- A Mercy Meeting . . . . . Mrs. L. A. Moore
- Letter by the World's and National Superintendent, Mrs. Mary Lovell.
- Song—"A Killed Robin . . . . . Jessie Schaeffer
- Report of Last Meeting . . . . . Mrs. Vanderook
- "Saving Mother" . . . . . Carl Schneider
- Wrenn Quartet.
- Closing Hymn.
- Serving Refreshments.

### Recovering Very Slowly.

Mrs. August Roessler is hospitalized her husband at Immanuel hospital this morning for a few hours. Mr. Roessler is recovering from the effects of the unfortunate accident in which his hip was broken, very slowly. It will be three or four weeks yet before he can leave the hospital, and the attendants will not allow him to sit up at this time.

### Operated on Saturday.

Albert Lloyd of near Murray went to Omaha and St. Joseph's hospital this morning to visit his mother, Mrs. Cassie Lloyd, who was operated on Saturday. Mrs. Lloyd is doing well since the operation.

### For Sale.

Pedigreed Duroc-Jersey male pigs. V. E. Perry, Mynard, Neb.

For pains in the side or chest dampen a piece of flannel with Chamberlain's Liniment and bind it over the seat of pain. There is nothing better. For sale by F. G. Fricke & Co.

The K. N. K. will give a Thanksgiving dinner and supper in connection with their bazaar at the Kenosha church Thanksgiving day and evening. Everybody invited.

Three big basketball games for 25c at Coates' Hall Saturday night.

Highest price paid for all kinds of poultry. Hatt Produce Co.

DR  
**Herman Greeder,**  
Graduate Veterinary Surgeon  
(Formerly with U. S. Department Agriculture)  
Licensed by Nebraska State Board  
Calls Answered Promptly  
Telephone 378 White, Plattsmouth