

MANLEY NEWS ITEMS

Oscar Hoffman of Weeping Water was a business visitor in Manley last Thursday morning.

August Pautsch of Louisville was a business visitor in Manley last Thursday driving over in his auto.

Misses Lottie, Henrietta and Dan Koop of Louisville were visiting at the home of Mr. and Mrs. E. Bergman last Wednesday.

J. H. Strigh and Mark Wiles were having their threshing done last week with the result that the yield was rather disappointing.

Geo. Schaefer and wife of Pender were spending last Sunday at the home of the former's father, Mr. Geo. Schaefer, Sr., in Manley.

Misses Marie and Lou Fryor of Chicago, neices of Mrs. W. D. Higgins were spending a few days with their aunt at the parish house during the past week.

The Harms and family were enjoying a visit at the home of Mr. and Mrs. Herman Dimme at Silver Creek driving over last Saturday and returning Monday morning.

A. H. Humble was a visitor for the evening at Lincoln last Wednesday returning home in the morning. He found some pretty muddy roads in the west portion of Cass county.

Fred Fleischman and family were spending last Sunday at the home of Mr. and Mrs. H. A. Shipman at Havelock where they enjoyed the visit with their friends very much.

J. C. Rauth threshed during the latter part of last week with an excellent yield of some of the oats while the other was fair. The wheat was much like others of this neighborhood.

Miss Wilma Evans who has been visiting at the home of friends in Manley accompanied by Misses Freda Fleischman and Alice Harms were spending the day last Tuesday with Miss Anna Rauth.

Miss Anna Earhardt, who has been at the hospital at Omaha where she underwent an operation for appendicitis has so far recovered that she was able to return to her home during the fore part of last week.

August Stander and family and J. C. Rauth and family were visiting at the home of A. F. Rauth near Elmwood last Sunday where they all celebrated the passing of the birthday anniversary of Mrs. A. F. Rauth.

John Crane was a visitor at his home at Sutton for the week, having Joe Wolpert looking after the business during his absence. Mr. Wolpert is one of the best men whom Mr. Crane could have gotten for the purpose.

Mr. and Mrs. E. V. Bergman of Toledo, Ohio, who have been visiting with relatives for some time past departed last Monday for the west and will visit with friends and see sights there before they return to their home in the east.

Harry Dehning spent last Wednesday evening at his home near Murock and returned to his work at the bank on Thursday morning, he having look after the business at the bank in the absence of Mr. Frans who is kept at the hospital where Mr. Rau is so sick.

Mr. W. J. Rau who is at the hospital in Omaha following the operation which she underwent is slowly improving at last, reports but was very low and had suffered very much from the operation. Mr. and Mrs. J. H. Rauth were up last Sunday to see her, driving over in their car.

Hold First Communion Sunday at the Saint Patrick's Catholic church in Manley last Sunday was held the special services of first communion for a class who have been preparing for the occasion. The day was one which will be memorable for them as a bright epoch in their spiritual lives. The occasion was celebrated by a special program and an all day meeting, the members of the church taking their dinners on the lawn of the church. A most pleasant time was had as well as the day being one fraught with much interest to the ones taking their first communion. Those of the class to

enjoy this celebration were: John Robinson, Jr., Thomas and Daniel Ash of Weeping Water, Miss Heen Carper, Johnnie and Vilasie Murphy, William, Catherine and Florence Earhardt, Geo. Stoll, Jr., Herman Bergman, Catherine Ulrich and Jas. and Loretta Sheehan of Manley.

APPROVE PLANS FOR LEGION CONVENTION

Nineteen Committees Busy on Various Phases of Preparation for the State Meeting.

Hastings, Neb., July 27.—State department officers of the American Legion expressed themselves favorably today with regard to the preliminary drafts of the arrangements outlined by Hastings Post No. 11 for the fourth annual state convention which will be held here September 17 to 19, inclusive.

The entertainment program must be approved by the state executive committee but the local Legion believes that everything planned will meet with unanimous consent.

There are nineteen committees in charge of the various phases of the preparations. A 1,000 or more delegation is expected to attend.

Those here today are: Department Commander J. E. Fisher, Beatrice; Adjutant Frank B. O'Connell, Lincoln; Finance Officer Frank Perkins; L. E. Chadderton, Holdrege; Dr. King, York.

HAY FEVER SEASON NEAR

From Saturday's Daily. The season when the sufferers from hay fever begin to experience the annual visitation is fast approaching and already the more experienced are beginning to plan ways and means of escaping the annoying malady that gives the victim no rest for a period of several weeks. The more fortunately situated of the Hay Fever club are already getting ready for trips to the lakes or the mountains to escape the malady while those who have to remain here are fortifying themselves with medicine for the visitation.

LIKES NEW HOME

The Journal has received word from one of our former townsmen, August Swanson and wife, who are now located at Lima, Ohio. Mr. Swanson is with the Baltimore & Ohio railroad in the shops in that city and is very well pleased with the situation there and reports that work there is very plentiful in every line. He also states that the country there is very attractive and one that is delightful to live in and the family delighted with the new home.

SOME REAL PUPPIES

"Tootsie" Smith has a large and attractive family on exhibition at the Cass County Monument Works, who are a lively and active bunch of puppies and fine specimens of the thoroughbred Boston bull terriers. Mr. Smith, the owner of "Tootsie," has had a big demand for the puppies and all of the fine little dogs are disposed of and as soon as they are a little larger they will be sent to their new homes.

SECURES A MARRIAGE LICENSE

From Saturday's Daily. Alfred Warrick of Blair and Miss Berna Diamond of Pender were granted a marriage license yesterday at the office of County Judge Allen J. Beeson and were later joined in the bonds of wedlock by the Rev. F. E. Pfoutz of the First Methodist church.

Call at the Bates Book and Stationery store and inspect the unusually large line of fancy crepe paper for all occasions. It makes the decoration for an entertainment or social gathering a matter of ease and solves the hostess' problem.

-DANCE-

Meet us at the Open Air Pervilion, Murray, Neb., Wednesday, August 1st Holly's Orchestra Good Floor and a Good Time. -COME!-

ADVERTISING THE CONSUMER'S PROTECTION, HE SAYS

Purpose of Advertising is to Draw Attention to Merchant's Store and His Merchandise.

Advertising makes a good business or kills a poor one. The purpose of advertising is to draw attention to the merchant's store and to his merchandise. When a store starts to advertise, it makes certain claims, such as a prompt delivery system, courteous clerks, guaranteed merchandise and liberal credit. Such claims are made as an inducement to draw the consumer into the merchant's store.

For example, a minister has been advertised as a good man. He realizes that he must live up to such a reputation. Likewise, the merchant who makes certain claims must live up to them. Realizing this fact, the merchant will buy better goods if he is to stand behind his claims.

Advertising will make a merchant keep his windows clean and well dressed. He is drawing attention to himself and he must stand the test. If he is unable to stand the test of his claims, advertising will kill his business. If the merchant stands ready to make good his advertising statements, his business will grow and prosper.

The consumer who buys from an advertised merchant has a better chance to get his money's worth, for the merchant must live up to his promises in his advertisements. This acts as a protection to the consumer. "Caveat emptor," let the buyers beware, used to be the motto of the consumer a few years ago.

This meant that you took a chance on everything you bought, and that unless you are pretty shrewd in your buying you were liable to get cheated. That the merchant expected to be "jewed down," and that he purposely put up his prices so that when he came down the buyer would think that he was getting a bargain, was the general idea. The timid buyer simply got cheated.

The consumer had a right to believe this a few years ago. The merchants did not guarantee their goods, and the consumer had no recourse. If the goods did not give satisfaction, the customer lost, not the merchant. John Wanamaker was the first merchant to put the responsibility on the merchant, not the consumer. His idea was that the customer must be satisfied. In order to do this he made one price to all and guaranteed his goods. To do this he made his prices right in the first place, and because he was making his merchandise good, he was more careful in what he sold.

Wanamaker's was a new idea, and the people refused to believe that it was not another way to cheat them. He resorted to advertising to convince the public. This was forty years ago. Advertising is used for the same purpose today. Wanamaker succeeding in putting across his idea because it was the right principle of merchandising. All reliable merchants gradually took it up.

A merchant who makes a statement on paper that his goods are of a certain quality will be more likely to make them good, if they are not, than one who has not made such a written statement, the non-advertiser.

We have already shown one reason why the mail order houses have come into existence, because they offered a variety of selection. Another reason for their existence is that they guarantee absolute satisfaction or money back.

Therefore the consumer who buys of an advertiser is more likely to be satisfied.

RECEIVES SAD NEWS

Last evening a message was received here by Henry Ofe announcing the death yesterday noon at Oakdale, Nebraska, of his elder brother, Chas. Ofe, which occurred quite suddenly and is supposed to have been from a sudden attack of heart trouble. Mr. Ofe has been a resident of Oakdale for a great many years and has been very prominent in the community life of his home town.

Mr. and Mrs. Henry Ofe departed today for Oakdale in company with W. H. Ofe and will be joined in Omaha by Ed Ofe and wife and all go to attend the funeral services.

Mr. Ofe was sixty-six years of age and leaves to survive his death the wife and seven children, as well as two brothers, Herman Ofe, of Oakdale and Henry of this city.

Announcement of the time of holding the funeral was not made in the message to the relatives here.

HANK RACING WITH THE STORK.

From Saturday's Daily. The local Ford agency is being rushed in an effort to keep in sight of the demand for the well known cars and is now almost half a hundred behind with its orders, as the cars simply cannot be secured, and the same condition prevails over the country as the demand this season for the Fords is greater than ever before.

This shortage exists in the face of the fact that there are 7,000 Fords knocked out every day in the year and Hank is the only manufacturer in the country that is giving the stork any real competition, as there is one Ford manufactured for every three births in the nation.

ICE CREAM SOCIAL

The ladies aid society of the Christian church will give an ice cream social on the lawn of the Presbyterian church on Wednesday evening, August 1st.

LEGAL NOTICE

In the District Court of Cass county, Nebraska. Byron Golding, Plaintiff, vs. Frank Potman, Defendant. Brothers Company, Edwards Manufacturing Company, a corporation, Greene's Ice Cream Factory, Defendants.

To the defendant Edwards Manufacturing Company, a corporation: You are hereby notified that on the 27th day of June, 1923, the plaintiff filed his suit in the District Court of Cass county, Nebraska, against you and others, the object and prayer of which is to foreclose a certain real estate mortgage and to foreclose tax sale certificate owned and held by plaintiff on Lots 9 and 10, in Block 51, in the City of Plattsmouth, Nebraska, and for equitable relief. This notice is given pursuant to an order of said Court.

You are required to answer said petition on or before Monday, September 10, 1923, or your default will be entered and judgment taken upon plaintiff's petition against you. BYRON GOLDING, Plaintiff. By A. L. TIDD, His Attorney.

LEGAL NOTICE

In the District Court of Cass county, Nebraska. Byron Golding, Plaintiff, vs. Ida F. Reynolds, George W. Kinser and Mrs. George W. Kinser, real name unknown, his wife, et al. Defendants.

To the defendant George W. Kinser and Mrs. George W. Kinser, real name unknown, his wife: You are hereby notified that on the 26th day of June, 1923, the plaintiff filed his suit in the District Court of Cass county, Nebraska, against you and others, the object and prayer of which is to foreclose tax sale certificates owned and held by plaintiff on Lot 10 in Block 42, in the City of Plattsmouth, in Cass county, Nebraska, and for equitable relief. This notice is given pursuant to an order of said Court. BYRON GOLDING, Plaintiff. By A. L. TIDD, His Attorney.

LEGAL NOTICE

In the District Court of Cass county, Nebraska. Henrietta M. West, Plaintiff, vs. John F. West, Defendant.

To John F. West, defendant in the above entitled cause: You are hereby notified that the plaintiff, Henrietta M. West, on the 1st day of March, A. D. 1923, filed her petition in the District Court of Cass county, Nebraska, against you, the object and prayer of which are for an absolute divorce from you, and for the restoration of her maiden name of Henrietta M. Creamer.

You are required to answer said petition on or before the 10th day of September, A. D. 1923. Dated July 30th A. D. 1923. HENRIETTA M. WEST, Plaintiff. C. A. RAWLS, Attorney. j30-4w.

LEGAL NOTICE

In the District Court of Cass county, Nebraska. Oliver C. Dovey, Plaintiff, vs. Thaddeus R. Adams et al. Defendants.

The unknown claimants and other persons interested in Lot eighteen (18) in the southeast quarter (SE1/4) of the southeast quarter (SE1/4) of Section twenty, (20) and Lot twenty-one (21) in the northwest quarter (NW1/4) of the southeast quarter (SE1/4) of Section twenty, (20) all in Township ten (10) North, Range nine (9) east of the Sixth Principal Meridian, in Cass county, Nebraska, and all other persons claiming any interest of any kind in said real estate or any part thereof, real names unknown, defendants, will take notice that plaintiff herein filed his petition in the District Court of Cass county, Nebraska, on the 14th day of July, A. D. 1923, against said defendants, the object and prayer of which are to foreclose two certain tax sale certificates for delinquent taxes for the year 1920 on the real estate hereinbefore described and for subsequent taxes paid thereon; said certificates being numbered 5413 and 5412, dated November 8th, 1921; that there is due on said certificates the sum of \$233.30 and \$143.10 respectively, for which sums, with interest from this date, together with ten per cent for attorney's fee, plaintiffs pray for a decree that defendants be required to pay the same, or that said premises may be sold to satisfy the amount due.

You are required to answer said petition on or before the 10th day of September, A. D. 1923. OLIVER C. DOVEY, Plaintiff. C. A. RAWLS, Attorney. j30-4w.

FROM OUT OF THE ETHER

Radio News Broadcasted each Saturday by Station E.T.A.O.

August 2, Murray night. Plattsmouth will be back again the latter part of September.

Orson Stiles says they are booking community dates thick and fast now. Plattsmouth started something.

The fight report service is highly appreciated by radio fans generally, who are enabled to keep in touch with ringside events thereby.

We wish to again call attention to the artistic membership certificate in the World Radio church which may be secured free by application to Station WOAW.

The more band concerts we hear via radio the more favorably are we impressed with the fine music furnished by the Eagles band of this city on July 9th.

Let's Show Our Appreciation

We can't always afford to send telegrams, but we can drop a card to the artists on programs with which we are particularly pleased. If there is enough demand for these E.T.A.O. will take steps to have them suitably printed for filling in. Let us know your desires in this line.

Murray Program Next

The Murray community program comes next. This is sponsored by the Murray State Bank and will include a number of dance selections by the Musical Merrimakers, together with piano, vocal and violin numbers and a couple of humorous readings by Mrs. Mellinger, mother of one of the boys in the orchestra. Remember, Thursday night, August 2—Murray night.

Hear Harding Via Radio

Next Tuesday night, WOAW will broadcast an address of President Harding delivered at the auditorium in San Francisco. His voice will be relayed over the 1,200 miles of telephone wire between the west coast and Omaha, direct to WOAW's broadcasting room and there amplified, modulated correctly and sent into the air with the powerful 500 watt radio waves that will carry it to the far corners of the nation.

The address will begin about 8 o'clock Pacific time, which will make it 10 o'clock here. If you want to hear the president tune in on WOAW for his address Tuesday night.

Picking Them Up Now

We are able to pick up WOC regularly on their Wednesday night programs now, although, of course, reception is not nearly so good as in the winter. Here is their summer-time schedule of broadcasting: Sunday—Church service, 8 p. m., by First Christian church, East Moline, Ill. Musical program by P. S. C. orchestra and soloists, 9 to 11. Monday—Band concert by Davenport band, 9 p. m.

Wednesday—Pipe organ recital at 8. Late musical program (instrumental and vocal) 10 to 11, followed by Tourists' road report at 11. Saturday—Dance program by P. S. C. orchestra, 9:30 to 10:30.

"The Voice of the South"

The Atlanta Journal, Station WSB, has advanced its 7 o'clock broadcasting hour to 8, on account of failure to "get out" while it is yet daylight. The 10:45 radiow schedule remains as heretofore. The Journal engineers have rigged up a portable transmitter, which, with co-operation of the local telephone company, may be put into action in a matter of but a few seconds. This is used for outdoor "pick-ups" and has been used to record the recent Elks parade, daily baseball games, track meets, summer time celebrations, etc. Local receiving set owners should begin picking up WSB's late program here now satisfactorily, as it was about the first of August last year when they began coming in here, although their 500 watt station had been in the air for some two months before that time.

We look forward with pleasure to again hearing Lambdin Kay, the big "Who-Who" of the Radiow's.

"Pigtail" Connections

In addition to the numerous articles of radio mechanism which we deal with in this department from time to time, perhaps the most delicate remaining parts of the ordinary receiving set are the condenser and the variocoupler. Perhaps your set doesn't use the latter, but few do not have one or more "variables." If so, it is interesting to know the grief they can sometimes give. For instance, dust, lint, etc. will gather on the plates if your set is not absolutely tight, which most sets aren't. And this may cause part of the excess noises that creep into your earphones. Then, too, the plates, often become slightly bent and "short" during the revolving process incident to picking up the various stations. This will be easily discernible through a metallic-like clicking sound in the phones at the time they short. The worst trouble with both condensers and couplers comes from the so-called wiping contacts. Often they become corroded and do not function properly. The most satisfactory results will always be obtained if all such connections are "pigtailed," or in other words a flexible cord or cable soldered to both the rotor and stator sides of the instrument. This will assure an even, undisturbed flow of the current so essential in radio reception and will more than repay the builder of any home made set for the extra time it takes to do the right job. The better condensers and couplers cost a little more, but you will almost invariably find them with pigtailed connections.

"IN A BAD WAY"

Many a Plattsmouth Journal Reader Will Feel Grateful for This Information.

If your back gives out; Becomes lame or weak or aching; If urinary troubles set in; Perhaps your kidneys are "in a bad way."

Doan's Kidney Pills are for weak kidneys. Local evidence proves their merit. C. T. Archer, painter, Locust street, Plattsmouth, says: "As a rule all painters are bothered with disordered kidneys because of the fumes of the turpentine. This has always affected my kidneys when I have had inside work to do. I have had to get up as often as every hour of the night to pass the secretions. Sometimes when going up or down the ladder, I would have quick stitches take me in my kidneys that felt like needles. I have always found Doan's Kidney Pills a reliable medicine. A few days gave me relief and kept my kidneys in good and active condition. I wouldn't be without Doan's."

Price 60c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mr. Archer had. Foster-Milburn Co., Mfrs., Buffalo, N. Y.

INTANGIBLES CONTINUE TO BE MIGHTY HARD TO LOCATE

Despite the Assertion that Familiarity with New Taxation Law Would "Bring 'Em Out."

The value of intangible property returned this year is about \$1,000,000 less than last year, contrary to predictions that the amount would grow from year to year when property owners learn that intangible property is taxed at one-fourth the tax rate against tangible property.

The reports of all counties except Deuel, Knox and Scottsbluff show a total of \$138,292,260. The same counties last year returned \$139,000,000. These figures are the full valuation, not one-fourth valuation.

The state board of equalization with Governor Bryan absent, ordered a reduction of 20 per cent in the assessed valuation of cattle in Burt county. As returned by the county board, the average per head was \$44.30. This is reduced to \$35.54. Averages in nearby counties are: Cumming, \$33.89; Cedar, \$39; Colfax, \$33.14; Cass, \$32.11.

Cattle assessed at \$2,100 against J. E. Kirkwood of Lincoln in both Brown and Rock. They were removed from Brown county April 10 for summer grazing in Rock county.

State Tax Commissioner W. H. Smith is still investigating a return from Cheyenne county which places land \$4,000,000 in excess of the valuation of last year. The county assessor does not know why this was done when land is not revalued this year.

Billiousness and Constipation

"For years I was troubled with biliousness and constipation, which made life miserable for me. My appetite failed me. I lost my usual force and vitality. Pepsin preparations and cathartics only made matters worse. I do not know where I should have been today had I not tried Chamberlain's Tablets. The tablets relieve the ill feeling at once, strengthen the digestive functions, helping the system do its work naturally," writes Mrs. Rosa Potts, Birmingham, Ala. Weyrich & Hadraba.

The Eagles band of Plattsmouth will play at the entertainment given by the Murray Community club at the lawn of the lawn of the Presbyterian church in Murray on Wednesday evening, August 1st.

When desiring a cigar or cigarette, call at the Bates Book and Stationery store, where there is a large line carried.



Poultry Wanted!

WEDNESDAY, AUGUST 1 Plattsmouth, Nebraska

A car load of live poultry wanted to be delivered at poultry car near the Burlington freight house, Plattsmouth on WEDNESDAY, August 1, one day only for which we will pay the following—

CASH PRICES
Heavy Hens, per lb. 18c
Heavy Springs, per lb. 24c
Old Cox, per lb. 8c
Ducks, per lb. 14c
Leghorn Poultry 3c lb. less

Farmers, Notice

WEDNESDAY is our regular buying day in Plattsmouth and we will be there on August 1, prepared to take care of all poultry offered us at the above prices.

W. E. KEENEY.

John Bauer & Co. "DEPENDABLE SERVICE"

Special Prices on Republic Fabric TIRES and TUBES.

Strictly First Grade, Carrying Regular Guarantee.

Table with 3 columns: Tire Size, Description, Price. Includes items like 30x3 Ribbed tire, 30x3 1/2 Staggard tread stag tire, etc.

Above Prices Strictly Cash and Only Good Until Present Stock is Exhausted.

JOHN BAUER & CO.

Garage—Modern and Up-to-Date

Willy's-Knight and Overland Automobiles

Supplies and Accessories

Heating, Lighting, Plumbing, Sheet Metal Work, Repairing

Plattsmouth, Nebraska.

Being Your Own Caddy advertisement for Corner Book and Stationery Store, R. A. Bates, Proprietor. Includes illustration of a caddy.

Advertise your wants in the Journal for results. Lost anything? Advertise it.