

Without A Rival  
OVER 50 YEARS

SINCE 1869

# BUDS

Segars 5¢

## Alvo Department

Wm. Coatsman and the good wife parents of R. M. Coatsman were visiting in Alvo on Wednesday of last week and were guests at the R. M. Coatsman home.

John W. Banning accompanied by the good wife were visiting in Lincoln on Wednesday of last week and at the same time were looking after some business matters.

Jimmie Manners and Irene Wiebel who was sick for a short time early last week with the diphtheria are reported as being almost entirely over the malady at this time.

Judge A. Nehart of Elmwood was a business visitor in Alvo on Wednesday of last week, driving over in his auto to look after some business matters for a short time.

Frank E. Cook and wife and Will Kitzel were looking after some business matters in Omaha on Wednesday of last week they driving over to the big city in the car of Mr. Cook.

Carl Rosenow, the tonsorial artist of the city of Alvo was a business caller in Lincoln where he went to replenish his barber supplies, which are surely required at this day and age.

Elmer Rosenow was a visitor in Lincoln on last Wednesday with the truck for a load of goods for the Dickerson store, the business of which keeps some one hustling for goods a good deal of the time.

Mr. Maggie Drumann of Syracuse was a visitor with friends in Alvo and vicinity for a number of days during the past week and was a guest at the home of the Weychels and Parsells, as well as with other friends while here.

We observed a branch from a peach tree which had been broken from a tree at the home of Mrs. Minnie Peterson, and left at the store of F. W. Dickerson, which donated the possibilities of growing this luscious fruit in Nebraska.

Ben Menchau has just completed the sowing of his wheat which he increased some in acreage over last year. He was pretty well satisfied with the yield and quality of grain last year, and will try it a little stronger this year.

W. L. Coppel shipped a load of stock to the South Omaha market last Wednesday, which was taken by the truck line of Coatsman and Skinner, John Skinner being the driver, bringing back a load of goods for the Coatsman Hardware store.

John Coleman who returned from the hospital some time since, is showing good improvement though it seems rather slow to him and is able to be out but not able as yet to do any work. His sisters Mesdames Roy H. Ackley and Lynn Marks of Omaha were over to visit with him Sunday.

Ben Menchau and the family were visiting in Plattsmouth last Sunday, they going over to enjoy a visit at the home of the parents of Mrs. Menchau, Mr. and Mrs. W. T. Smith who have resided there for a long period of years, and who were just then removing to Lincoln to make their home.

Edward Casey and the good wife of Lincoln were visiting with their many friends in the community. Mr. and Mrs. E. Casey lived for a number of years in this vicinity and have ever maintained a very warm spot in their heart for the scenes of their earlier days in Nebraska and are always anxious to enjoy a visit here with their many friends.

Losses Six Fine Cows. While the son of Carl Johnson was getting the cows from the pasture of which there were nine, he had driven them into the road, and was fastening the gate from the pasture from which he had turned the herd out to drive them home, when along came a freight plowing through the herd, and killing or injuring so they died, six of the very finest of the herd. There was nothing that the led could do after the cows were out.

Progressive business is learning that the only thing better for business than extensive advertising, is more extensive advertising plus a good product or service.

and he some distance away closing the gate, for he was not able to get to them and get them on the track. The loss entails a number of very hard earned dollars for Mr. Johnson.

Seed Rye, For Sale. Good homegrown and clean, \$1.00 per bu. Call phone 1294, Alvo, Nebraska.—L. B. Appelman. Swal

School Closed Temporarily. For a short time the schools of Alvo were closed on account of the appearance of a couple of cases of diphtheria, but which are at this time entirely under control and which will entirely rid the community of the disease. The schools should be able to resume their educational functions for a short time.

Received Nice Lot Cattle. John Elliott who surely knows his business when it comes to feeding cattle for the market was at Omaha one day last week and while there purchased some thirty-eight head of the celebrated white face or Herford cattle which he has shipped to Alvo and taken to his pasture for starting for feeding. The pasture has not had anything on it for some time and makes a very fine place for the beginning of the feeding of the fine lot of cattle. The average of the load was 716.

The Bennett ranch south of Crookston in Cherry county, is to be the headquarters of the association of Alvo hunters who are to depart for that place where the trout are fine and the chickens foxy, on September 26th. The ones who are especially skilled in the taking of game and the fooling the fish are A. B. Stromer, C. D. Ganz, Earl Dreamer, R. M. Coatsman and the mayor of the city, Art Dinges.

ADVERTISING COMES INTO ITS OWN. "Public utility companies will spend \$28,000,000 for advertising this year." Here, in this news item, is food for thought. It makes one wonder if there are still reactionaries who insist that advertising is useless and a waste of investors' money.

Statistics on the strides that advertising expenditure and space have taken, would be of tremendous interest to the student of modern industry and business. In the past twenty years it has unquestionably doubled itself many times. Through the various mediums, and most important of all, the newspapers, advertising and publicity have grown to proportions where they are among the greatest forces known for furthering progress and forwardness. The recent unprecedented growth of the public utilities are directly traceable, in a large degree, to the effect of wide and intelligent advertising. Far from being a waste of investors' money it is a safeguard in that if the company or product advertised is honest and worth-while, that company's business or sales will increase in direct proportion to the amount of advertising.

IN MEMORIAM. In loving memory of our dear son and brother, Gilbert Dickson York, who left us one year ago today:

No one knows the silent heartache, Of the grief that borne in silence. For the dear one we loved so well. —Mr. and Mrs. O. L. York and Children.

All local news is in the Journal.

## LOCAL NEWS

Dr. Heineman, Dentist, Hotel Main Bldg., Phone 527.

From Thursday's Daily—Theodore Harms of Manly was in the city today for a few hours attending to some matters of business at the court house for a short time.

Miss Agnes Blunt departed this morning for Troy, Kansas, where she will spend a short time in that place visiting with friends and enjoying an outing.

Miss Lydia Weckbach of Lincoln, who has been visiting here with relatives and friends, returned yesterday to her home and was accompanied as far as Omaha by Mr. and Mrs. F. G. Egenberger.

Joseph F. Hadraha and son, Ted who is here from Chicago for his vacation, were among the visitors in Omaha today to spend a few hours there visiting with friends and enjoying a short outing.

From Friday's Daily—A. F. Bender of Holdridge, Nebraska, is here for a visit at the home of Mr. and Mrs. Walter Crandall and family.

Mrs. Dick Edwards of Pacific Junction was a visitor here today to visit with friends and attending to some matters of business.

Green Piggett of Murray was in the city for a few hours today, looking after some matters of business and visiting with friends.

Alvin Graves, son Forrest, and Mike Rozzall, well known in the athletic world at South Omaha, were here last evening for a few hours having come here with the intention of going on to the Graves homestead at Rock Bluff, but halted by the rain; they decided to return on home.

From Saturday's Daily—Edward Kelley of Manly was here last evening to spend a few hours here visiting with friends.

Rev. W. A. Taylor of Union was in the city today visiting with his many friends and looking after some matters of business.

Harry Todd, Don C. Rhoden and O. A. Davis of Murray were in the city today for a few hours attending to some matters of business.

Attorney E. S. Ripley of Lincoln, the legal representative of the Lincoln Trust Co., was a visitor here today attending to some matters at the court house.

S. S. Gooding departed this morning for Lincoln where he was called to look after some matters of business and to enjoy the sights of the capital city for the day.

William W. Weber of Aurora, Illinois, arrived here this morning to spend a short time here with his father, Judge William Weber, who has been in very poor health for the last few days and is now confined to his home.

Mrs. L. B. Egenberger departed yesterday by auto from Omaha for her old home at Iowa City, Iowa, where she will spend a short time with her sister, Mrs. Hotz. Mrs. Egenberger accompanied her nephew, Robert Hotz of Omaha on the trip.

### SILVER WEDDING CELEBRATION

A very pleasant family gathering occurred last Friday evening at the country home of Mr. and Mrs. L. C. Mayfield, southeast of Louisville, when the 25th wedding anniversary of Mr. and Mrs. J. R. Noyes was celebrated at a supper. The guests included the Noyes and Mayfield families who live in this vicinity, among them being Mr. and Mrs. C. G. Mayfield, parents of Mrs. Noyes, and C. E. Noyes, brother of J. R. Noyes. Mrs. C. E. Noyes was absent on a visit with her mother, Mrs. A. E. Glover at Gordon.

Mr. and Mrs. Noyes received some very pretty gifts of silver and money and a banquet supper was served each family bringing baskets of good things to eat.

Mrs. Noyes was formerly Miss Lettie Mayfield, eldest daughter of Mr. and Mrs. Mayfield. They were married at the old farm home now occupied by Mr. and Mrs. L. C. Mayfield. The bride's grandfather, the late Elder G. W. Mayfield, officiated. They have a family of two daughters and one son. The elder daughter, Miss Noh, teaches in the Louisville schools, and the younger, Miss Doris is in high school here. The little son, Charles, is also in school. Their many friends extend best wishes for continued happiness, attended with health and success.—Louisville Courier.

Business stationery, programs and all kinds of job printing at the Journal office.

NOTICE OF SALE. Notice is hereby given that on September 26th, 1927, at the hour of 10 o'clock in the forenoon, at the south door of the Court House, in the City of Plattsmouth, Nebraska, I will offer for sale to the highest bidder for cash, a certain promissory note on which there is now an unpaid balance of \$7,000.00, with five (5) per cent interest thereon from February 4th, 1927.

Said promissory note is secured by a real estate first mortgage on Lot 99 in the SW 1/4 of NW 1/4 and Lots 100 and 101, in the NW 1/4 of the SW 1/4 of Section 12, Township 12, North, Range 13, East of the 6th P. M., in Cass county, Nebraska, containing 62.86 acres, more or less, according to the recorded plat thereof in Register of Deeds' office.

Said sale will remain open for one hour for reception of bids.

FRANK A. CLOIDT, Administrator of Estate of John Koukal, Deceased.

17th, 1927.

BERT REED, Sheriff of Cass County, Nebraska.

12-2w daw



## Cash Paid for Your Live Poultry

Wednesday - Thursday  
September 21st and 22d

Car load of live poultry wanted to be delivered at our car near Burlington freight house in Plattsmouth, Neb., WEDNESDAY AND THURSDAY, September 21st and 22d, for which we will pay the following—

CASH PRICES

Hens, per lb. . . . . 19c  
Springs, per lb. . . . . 19c  
Cox, per lb. . . . . 9c  
Ducks, per lb. . . . . 12c  
Geese, per lb. . . . . 7c  
Crops to be Empty  
Beef Hides, per lb. . . . . 12c  
Horse Hides, each . . . . . \$4.00

Notice to Public. My checks will be cashed at Plattsmouth State Bank. You all know Keene's reputation for fair dealing and highest prices. Car lot shipments direct to eastern market enables us to pay more for your Live Poultry.

W. E. KEENEY  
The Old Reliable  
Buyer

FOR SALE AND TRADE

Modern six-room house on paving, Herman J. Hough, 716 North 6th street, Plattsmouth. s14-6tr

Need help? You can get it quickly by placing your ad in the Journal

SHERIFF'S SALE

State of Nebraska, County of Cass, ss.

By virtue of an execution issued by Golda Noble Beal, Clerk of the District Court within and for Cass county, Nebraska, and to me directed, I will on the 22nd day of October, A. D. 1927, at 10 o'clock a. m., of said day, at the south front door of the court house at Plattsmouth, in said county, sell at public auction to the highest bidder for cash the following described real estate, to-wit:

Lots one (1), two (2), three (3), Block thirty (30), Original Town of Plattsmouth, Cass county, Nebraska—

The same being levied upon and taken as the property of W. Roy Strine and Sara Strine, Defendants, to satisfy a judgment of said Court recovered by Mabel M. Bloom, Plaintiff against said Defendants.

Plattsmouth, Nebraska, September 17th, A. D. 1927.

BERT REED, Sheriff Cass County, Nebraska. s18-5w.

SHERIFF'S SALE

The State of Nebraska, County of Cass, ss.

By virtue of an Order issued by Golda Noble Beal, Clerk of the District Court within and for Cass county, Nebraska, and to me directed, I will on the 25th day of October, A. D. 1927, at 10 o'clock a. m., of said day, at the south front door of the court house in Plattsmouth, Nebraska, in said county, sell at public auction to the highest bidder for cash the following described property situate in Cass county, Nebraska, to-wit:

Lot numbered 21 in the northeast quarter of the southeast quarter of Section 24 in Township 12, North, in Range 13, East, described as follows—

Commencing at a point 211 feet north of the southeast corner of the said northeast quarter of the Southeast quarter of Section 24, Township 12, North, Range 13 East of the 6th P. M., thence running north on the east line of said tract 82 feet; thence west parallel with the south line of said tract, 511.70 feet, more or less, to the center of the public road; thence south 65° 46' 30" west, along the center of said road, 89.92 feet to a point 211 feet distant from the south line of said tract, measured at right angles thereto; thence east, parallel with said south line 549.1 feet, more or less, to the place of beginning, containing 43,451.8 square feet, more or less—

The same being levied upon and taken as the property of Orval A. Newton and Maud Newton, Defendants, to satisfy a judgment of said Court, recovered by The Plattsmouth Loan and Building Association, a corporation, plaintiff against said Defendants.

Plattsmouth, Nebraska, September 17th, 1927.

BERT REED, Sheriff of Cass County, Nebraska.

17th, 1927.

BERT REED, Sheriff of Cass County, Nebraska.

12-2w daw

## SOUTH BEND

Ashland Gazette

Mr. Fred Weaver was in Omaha Monday and Tuesday.

Mr. Ed Fenton is treating his house to a coat of paint.

Mr. Byron Dill went to Lincoln Monday evening on business.

Miss Mildred Jones spent Friday with Mr. and Mrs. Bert Mooney.

Miss Jeanette McNamera spent the week end with relatives in Murdock.

Mr. Harry Long and mother, Mrs. Viola Long, spent Sunday at the Robert Long home.

Mr. Ben Knecht, of Lincoln, spent Sunday at the home of his daughter, Mrs. Oscar Dill.

Mr. and Mrs. Paul Hazen and daughter spent the week end with relatives in Omaha.

Miss Hulda Borman spent Monday with Mrs. John Kaffenberger near Plattsmouth.

Mrs. John Grabow and Mrs. Virgil Besack called Friday evening at the Henry Stander home.

Mr. and Mrs. Oscar Dill and sons spent Friday evening with Mr. and Mrs. Homer Carnicle.

Mrs. Viola Long and guest, Mrs. H. J. Streicht, spent last Friday at the Wm. O'Brien home.

Mr. and Mrs. Henry Stander and son, Glenn, spent Sunday afternoon with relatives in Manly.

Mr. Byron Dill returned home Friday from Colorado, where he had spent a week sight seeing.

Mr. and Mrs. Homer Carnicle and son, Wayne, spent Sunday evening at the Jacob Carnicle home.

Mr. and Mrs. V. H. Kittrell and family, of University Place, spent Sunday at the W. S. Kittrell home.

Mr. and Mrs. Herman Thiemann and daughters, Elda and Marjorie, spent Sunday evening at the Paul Reinke home.

Mrs. E. Critchfield and daughter, Ruth, of Omaha, are spending the week at the home of her daughter, Mrs. George Guy.

Mr. and Mrs. Guy Ziegler, of Ashland, spent Sunday at the W. A. Jones home. Mr. Alfred Johnson and daughter, Mildred, were evening visitors.

Mr. and Mrs. Sterling Peck and family, Mr. C. Peck and Mr. Darrell Hoffman, of Elmwood were Sunday evening callers at the Fred Weaver home.

Mrs. Viola Long and son, Harry, drove to Plattsmouth Saturday taking home Mrs. H. J. Streicht, who had visited several days at the Long home.

Mr. E. Sturznegger departed for Canada Tuesday to look after the harvesting of his wheat crop, which is just now starting in. He will be gone about three weeks.

Mr. and Mrs. F. L. Graham are spending a few days at Falls City, where they are camping out, and Mrs. Graham is receiving treatments. Mr. Spites is relieving Mr. Graham at the depot.

Mr. and Mrs. George Vogel are exciting the company of Mrs. Vogel's mother and sister, Mrs. Critchfield and daughter, Ruth, of Omaha while Mr. Critchfield is taking an extended vacation.

The first meeting of the Parent-Teachers association in district No. 86 will be held Friday evening, Sept. 16, when the school has grown till it was necessary to build an addition to the school house this year.

Mr. John Borman and daughters enjoyed the company Saturday night and Sunday of Mr. Borman's sister, Mrs. Augusta Klatt, of Herington, Kans. Other dinner guests Sunday were Mr. and Mrs. Chas Miller of Lincoln, and Mrs. Amelia Borman, of Ashland.

Mr. and Mrs. Hugh Thorne and family and Mr. and Mrs. Wm. Hassler and daughter, Lucia Ann, of Lincoln, were dinner and supper guests Sunday at the Frank Ross home. Henry and Curtis Grabow, Lowell Besack, Herbert Stander and Oliver Henton.

Lester, the little son of Mr. and Mrs. W. A. Jones ran a needle in his knee some time ago and it broke off. Upon doctor's advice it was not removed for some time. Monday he was taken to Doctor Clark's office, and the piece of needle about an inch in length, was removed and he is getting along nicely.

Mr. and Mrs. V. D. Livers and Mr. and Mrs. R. M. Davis drove to Louisville Sunday evening. They crossed the river there to come back via of Ashland. At a melon stand along the road Mr. Davis negotiated the purchase of a large, delicious watermelon, which would have proved a fine feast, if he had not failed to bring the melon with him, after making the purchase.

Those attending high school at Louisville this year from this vicinity are Mary McGinness, Hazel Carnicle, Reida Colgrove, Keith Armstrong and Harold Stander. Albertina Kupke was unable to start in the first of the school year on account of a weakness in her limbs caused by the flu. She is taking electric treatments and expects to be able to start in a short time. Helen Hirz, Frederick Schutz and Charles Stander are attending high school at Murdock. Frederick is a freshman and Helen and Charles are seniors.

ALVO PEOPLE WED. Marriage license was issued Wednesday at the office of County Judge A. H. Duxbury to Miss Julia Ann Paul and W. G. Hoffman, both of Alvo, where they are numbered among the well known residents of that section.

BULL FOR SALE. I have an excellent Roan Durham bull for sale a year and a half old. W. A. LEWIS, Nehawka, Nebr.

## Bargain Wednesday SPECIALS

GLASS  
Percolator Tops  
Extra Special—3 for  
**5c**

A GOOD  
Pocket Knife  
Reg. 75c Value  
**49c**

### Tune in on the Big Events

The new Crosley Band Box, 6-tube Radio is a real winner. Price without accessories

## \$55.00

### Attention, Cass Co. Hunters

Hunting season is now open and we are well stocked with all the very best loads!

#### NOTE LOW PRICES

Economy, 12-gauge, Smokeless . . . 80c  
Peters Victor, 12-gauge, Smokeless . 80c  
Winchester Ranger, 12-ga., Smokeless 80c

These prices for Wednesday, Sept. 21st, Only—Better Stock Up While the Opportunity is Here!

### Need a New Tire or Tube?

For Bargain Wednesday we have a limited number of Ajax Paragon Tires and Tubes that we are offering at low prices!

#### YOU CAN BUY HERE

30x3 1/2 Guaranteed Cord Tires . . . \$6.95  
30x3 1/2 Grey Tube, at . . . . . 1.25

These are not junk tires, but strictly first class tires, and are offered you Sept. 21st at a good saving.

### Other Exceptional Values

Pyrex Pie Plates . . . . . 49c  
Large 9-inch size—Regular 75c Value

Boys' Reliable Watches . . . . . 98c  
Nickle Plated—Good Time Keepers

Leather Faced Gloves, pair . . . . . 32c  
Gauntlet and Knit Wrist Styles

School Lunch Boxes, plain . . . . . 19c  
Fancy pattern, 25c each.

## Bestor & Swatek

The WINCHESTER Store  
Telephone No. 151 Plattsmouth, Nebr.

### Schools Asked to Show Flags

Regular Display of the National Emblem Is Not Compulsory, Taylor Finds.

State Superintendent Taylor has a letter from Frank Brown, commander of the Nebraska division Sons of Union Veterans, enclosing a resolution adopted by that organization at Kearney which calls for the display of the American flag by city and district schools. Action by the state superintendent's office to bring this about is requested.

The state law, Superintendent Taylor finds, does not require the flag to be kept flying regularly on school grounds, but only on national holidays and special school occasions, when the emblem is to be hoisted on flagpoles at 9 a. m. and be left there until 4 o'clock in the afternoon "when weather conditions are favorable."

The statute makes it obligatory on every public school district to erect a flagstaff not less than 20 feet high and painted white. Flags not less than 6 by 8 feet in size are to be used in city and village districts, which for rural schools the minimum dimensions are 4 by 6 feet.

Every schoolroom must have a flag "of convenient size" continuously displayed in a conspicuous place. Children are to be drilled in saluting the flag, and patriotic programs are required on Lincoln's birthday, Washington's birthday, Memorial day, Flag day, and other suitable occasions. Flag day, however, comes when the schools are closed, and that part of the law is a dead letter.

Members of school boards who fail to provide for flags and staffs on which to fly them are liable to fines of \$10 to \$100.

The state superintendent is given authority to make rules and regulations generally governing the use of flags by schools, and it is made his duty to enforce the provisions of law. In a bulletin on "American Government" recently issued by State Superintendent Taylor as part of the course for normal training high school, seven pages are devoted to the flag. Illustrations are given showing the proper method of displaying it in various positions and on specific occasions.

Journal Want Ads bring results.

### Headquarters FOR Balloon Tire Repairing

Money Back Guarantee!

## Nebr. City Tire & Vulc. Co.

TELEPHONE 13 SERVICE CAR  
Nebraska City

Exclusive **GOOD YEAR** Dealer

## Summer Plowing

Means a Better Opportunity to Raise a Better Crop the Coming Season

See us for your plows, either power drawn or horse drawn. We can supply your wants for all Farming Machinery, Hardware or the Trucking of Stock to market. Call on us for prompt service.

## Coatsman Hardware

Alvo, Nebraska