

MURDOCK ITEMS

A. H. Ward was called to Lincoln on last Monday to look after some business matters, he driving over to the big town in his car.

Richard Tool was a visitor in Plattsburgh on last Thursday morning, driving over to look after some business matters for a short time.

Dorothy Mae Goerthy was visiting for a short time last week at the home of Mr. and Mrs. Louis Schmidt, enjoying her visit most pleasantly.

Harold Tool was a visitor in Omaha on last Thursday, where he was called to look after some business matters and made the trip in his car.

Victor Hesse, of Panama, who sells Fords there, and is a friend of Eddie Craig, was in Murdock Thursday of last week looking after business and visiting friends.

Victor Thingan has been picking corn at the home of Henry C. Backe-meyer and is hustling to get the job completed so that he can tackle another one of the same kind.

Henry Amgwert was a visitor in Lincoln on last Thursday, where he was looking after the purchase of goods for the Murdock Mercantile Store, of which he is manager.

Ray Ward, who has been making his home in Wabash, was offered a position in Lincoln with the Coryell people, which he accepted and he has also joined a male quartette there.

Postmaster L. E. Goerthy was looking after some business matters in Elmwood on last Thursday, and while he was away, Mrs. Goerthy was looking after the work at the post-office.

Dr. W. J. Snyder, of Louisville, who comes to Murdock every Thursday, has been enjoying an increasing business each week and is well pleased with his decision to reach out into new territory.

Mesdames Eddie Craig and Otto Miller and the latter's daughter, Miss Ruth Miller were visiting in Lincoln on last Thursday, they driving over to look after some shopping as well as visiting with their friends.

Emil Kuehn was spending last week at Beatrice and Fairbury, where he was engaged in selling insurance, he driving down in his car and working in the two towns as well as in the intervening countryside.

John W. Kruger, caretaker at the Murdock school building, was a visitor in Plattsburgh for a short time last Saturday and was accompanied on his trip by Lawrence Race, they driving over in the former's car.

Floyd Hite, with the curtailment of work for the Nebraska Power company, has not had work recently and

so returned to Murdock and has been making his home with his mother, doing whatever work he can find to do here.

Homer Sylvester, the democratic candidate for sheriff, was a visitor in Murdock early last week and was looking after some matters pertaining to his candidacy for sheriff and also meeting with his friends and making more.

Mrs. A. J. Tool was a visitor in Omaha for two days during the past week and was a guest of her daughter, Mrs. George Work and also visited her son, Douglass, who is attending school at Creighton university in Omaha.

Ray Gamlin was hauling corn to Omaha and vicinity for Henry Carsten, which he was getting from over near Wabash, and with his 225 bushels to a load of his truck, was able to get a lot of grain across the country in a very short time.

Mrs. Wm. Meyers, of near Ashland, and a daughter of Mr. and Mrs. Oscar McDonald, was visiting at the home of her parents for a number of days during the past week, and while she was here they all enjoyed a very pleasant visit.

By dint of hustling, Albert Thiel and Henry Oehlerking were able to get their corn out last week before the coming of the rain, which visited this section last Thursday night, and these gentlemen were feeling good over their good luck and the good work they had done.

John Gakemeier has been assisting in the picking of corn at the home of his brother, Gust Gakemeier, the two making a very fine team of corn pickers and with the excellent corn which was grown this year, they can pile up a very fine amount of corn and make a good showing.

John Amgwert and wife were visiting for a day in Murdock early last week, being guests of friends, and John reports that he is able to secure work about two-thirds of the time, a condition with which he is very well pleased, taking into consideration the large amount of unemployment.

Masters Russell and Ivan Goerthy were guests at the home of C. E. Kupke, where they were spending a few days last week with their friend, Master Kenneth Kupke, and where they all enjoyed a very fine time. This was during last week, when the corn picking vacation was in progress.

J. Johansen, who was so seriously ill for some time, is better at this time and is able to be out again. He was down town last Thursday, coming down with the intention of going out into the country, but found his strength taxed enough from the trip to town and so after resting for a while, returned home.

Enjoyed Pleasant Visit
There was quite a gathering at L. Neitzel's home last Sunday. The O. J. Hitchcock family, of Havelock, Mrs. Meta MacDiarmid and daughter, Dolly Jane, were all ready to sit down to dinner when to their great surprise, Mr. and Mrs. Ben Miller, of Chicago, dropped in on them. Mrs. Miller is a granddaughter of Mr. and Mrs. L. Neitzel. It was a great and very happy occasion for all concerned. The Millers stayed over till Monday, when they left on their way to Omaha and home.

Both Cutting Wood
G. Baur and W. T. Weddell have been very industriously chopping wood during the past week or more at the farm of Daniel Panska, where there is good wood and an opportunity to secure a good supply of winter fuel.

Enjoyed Wonderful Time
The ladies of the Royal Neighbors on last Monday (Hallowe'en) eve, held a very pleasant gathering at the M. W. A. hall, where they entertained their own membership as well as the membership of the Modern Woodmen at a weiner roast at the hall. The weiner roast, which was well worth while, was not the only amusement of the occasion, for they also provided a very entertaining program and the evening was enlivened by many exciting games.

Mrs. Walter Stroy Doing Fair
Mrs. Walter Stroy, who some time since underwent a double operation, from which she recovered and was able to return home, was recently taken again, this time with an abscess where the former operation had been performed and it was found necessary to perform another operation to remove the abscess. She rallied very nicely from the trying ordeal, but still remains quite poorly. Hopes are entertained that she will show more rapid advancement in the near future. The friends are looking forward to her return home, entirely recovered and able to again attend to her household duties.

Now Occupying New Location
Lawrence Race, who has been in business in the Ward garage for the past two years, late last week moved from there to the north portion of the Edward Thingan garage, where he will conduct a repair shop and be prepared to meet his friends who may call on him for work.

Married at Lincoln
Zola Ostblom, daughter of John Ostblom, of Murdock, and Leonard Lau, son of Mr. and Mrs. Fred Lau, were united in marriage at Lincoln last Monday evening, the ceremony being performed by Judge Reed of that place. The married couple are staying for the present at the home of the groom's parents, where Lennie is assisting with the work on the farm. They expect to engage in farming the coming year.

The young folks of Murdock and vicinity gave the newlyweds a serenade or as you are wont to call it, a charivari, which was enjoyed by both the bride and groom as well.

CALLS ROOSEVELT UNSOUND

Sedalia, Mo.—Governor Roosevelt was described as "too unsound and impracticable to be entrusted with the presidency" in an address by Secretary Hyde of agriculture. "The governor says practical reforestation is in its origin an act of nature not of man," Hyde said. "He now says the winds of the heavens carry the seeds from trees that have come to maturity, scatter them over the ground and the warm earth and rain and the sun do the rest. I do not mean to be cruel, but the governor forgets that his original plan was to relieve unemployment. Now he turns the job over to mother nature."

"Thus we get a revelation of the chimerical statecraft of the gentleman from New York, the farmer from the manorial golf course on the Hudson and the fishing shack in Georgia."

LEAVE TO RETURN INSULL
New York.—Charles A. Bellows and Andrew J. Ylachos, assistant state's attorneys of Chicago, sailed for Europe to seek the return of Samuel Insull, public utilities magnate now in Greece. The two prosecutors boarded the liner Roma a few minutes before the gangplank was raised.

Bellows and Ylachos, who arrived from Washington where they had been in conference with government authorities refused to say whether they had papers providing for Insull's return but said they would not have undertaken the voyage unless they could return with him.

Phone the news to No. 6.

Nebraska Man Has High Place in Broadcasting

Lloyd C. Thomas, Formerly of Alliance and Hastings Honored by National Broadcasting Co.

A Nebraska native son, Lloyd C. Thomas, has been appointed the newly created executive position of manager of local broadcasting for the National Broadcasting company, with headquarters in New York, according to an announcement made recently. Mr. Thomas was for sixteen years publisher of the Alliance Herald, and later secretary of the Hastings Chamber of Commerce and manager of radio station KFKX when it was located in that city.

Mr. Thomas left his radio and Chamber of Commerce position at Hastings five years ago to become general manager of the Westinghouse stations in Chicago, Boston, Springfield, and Pittsburgh, with headquarters in the latter city. Early this year the program direction of these stations was taken over by the National Broadcasting company.

In his new position Mr. Thomas



will have charge of the local commercial program activities on the following stations: WEAF and WJZ in New York; WMAQ and WENR in Chicago; KGO, KPO, and KYA in San Francisco; WBZ in Boston; WBZA in Springfield, Mass.; WGY in Schenectady; WRC in Washington, D. C.; KDKA in Pittsburgh; WTAM in Cleveland; KOA in Denver; KJR in Seattle; KFX in Portland, Oregon; KGA in Spokane.

Although his duties for the past five years have kept him traveling about through the east almost constantly, Lloyd Thomas has retained his Nebraska citizenship and has found time to visit the state several times each year. He has continued to be an active factor in the activities of the Nebraska Volunteer Firemen's association and other state organizations. Much to his regret he was compelled to miss attendance at the annual state convention of the State Volunteer Firemen's association held at Falls City last week, the first one missed in twenty-three years. He advised the firemen by telegraph that he would never miss another session.

Lloyd Thomas still finds time to maintain an interest in Nebraska and last year purchased and stocked a three thousand acre cattle ranch in Pine Ridge near Crawford which he will visit this winter.

Journal Want-Ads cost only a few cents and get real results!

Fall Suits

You've put off buying that Fall suit long enough. Here it is—just arrived. Pure 100 per cent wool, all hand tailored worsteds by Curlee.

You've never seen better values than these at—

\$16
Extra Pants Four Dollars

Philip Thierolf
VALUE GIVING CLOTHES

Betty Lou GOES SHOPPING



How these days and months do fly! Less than two months until Christmas! The wise shopper these days is getting acquainted with the merchandise in the stores and tucking away interesting things for Christmas gifts. The Plattsburgh stores are filled with ideas and suggestions for the shopper who does her holiday shopping early.
Sincerely—

Betty Lou

FALL with its football games and other activities demand that a young lady look her best on such occasions. Attention should be given to the hair in order to keep it orderly—but that's not hard to do if you make regular visits to the Etta Belle Beauty Shoppe. Judging from the hair dresses of the movie stars, there really is something to the rumor that short bobbed hair is returning to favor. And a friend of mine who has just returned from abroad tells me that invariably the smartest dressed women in Paris are those with a short hair cut. The Etta Belle Beauty Shoppe will cut and thin your hair in the latest mode, and finish it off with a lovely finger or marcel wave. Make your appointments via phone at the Etta Belle Beauty Shoppe. 20 is the number.

THEY TOLD ME a story at the Fred Lugsch Cleaning establishment about Wm. Allen White, the famous republican editor, who once attended a democratic convention. When the chairman opened the meeting he discovered there was no minister present, so he asked Mr. White to pray. "Well," said the staunch republican, generously, "I'd be glad to pray for you fellows, but I don't want the Lord to know I'm here!" And the motto that got into people's clothes are a good deal like that—they don't want anybody to know they're there, and lots of times they get away with it. The one way to be safe is to have your spring and summer clothes dry cleaned before you lay them away for the season. Put dry cleaned clothes in any tight box and they're absolutely safe from moths.

YOU WOULDN'T BEAT your wife if she were a little bit under the weather and couldn't do her work, would you? Well, it's just about as reasonable to abuse your hens when they won't lay. The thing to do for your wife is to give her a few days off—and the thing to do for the hens is to give them liberal helpings of Wayne's Egg Mash with every meal. You see the Wayne mash contains all the mineral and protein elements so necessary in egg production. Without those elements, the hens are up against a helpless proposition. So, if it's eggs you're after, go down to the A. G. Bach store and get a supply of Wayne's Egg Mash—it'll pay you big dividends. Remember, Bach's is headquarters for flour and feed of all kinds, and carries the largest stock in town, buying in carload lots direct from the mills, so are able to quote you bed-rock prices.

WHATEVER your political sentiments may be, you'll all vote for "Economy"—so that's why you should use an economy fuel for heating your home. Political talk is everywhere these days, but it is well to be thinking of your coal supply for the winter—and then you can be assured of setting back in a snugly warm house and listen to the election returns next Tuesday night. Coal, you know is one of the safest fuels to use in heating your home. It must be the safest, else insurance companies would not quote lower rates on buildings heated with coal. The Hartford Coal Company is selling lots of coal these days. These sudden changes in temperature make a cozy fire welcome—and you'll get plenty of heat if you use Hartford coal. Better call Charlie and let the Hartford Coal Company fill your coal bin. Then you'll be assured of a safe and economical method of keeping your home warm and comfortable when Old Man Winter arrives.

NOW that the weather has become rather chilly for extended outdoor play, many of the little folks who are not of school age are finding it difficult to entertain themselves. Mothers who are "at their wits end" to think of something to keep these small folks amused and "busy" will be glad to know that there are many new toys at Knorr's Popular Variety Store that will answer her need—in both novelties and indestructible toys. Every day seems to find something added to the already large stock at Knorr's. Of course, it's not necessary to remind you that Christmas is not a long way off and that some of these toys selected now will do away with the usual last minute worry and attendant holiday rush and crowds.

I'LL BET ANYTHING that you've often looked at the fashions in some of the smart magazines and thought, "No where outside of New York could I buy clothes like those?" But if you know your home-town shops, you'll know that at the Ladies Toggery one finds the sort of clothes pictured in these smart fashion magazines. The Ladies Toggery carry the Bloomfield, LeVine and Mme. Renauld line of dresses—and these come in sizes and styles suitable for the young girls' to the matron's figure. Then for the girls of "teen" ages, there's the "Classy Jane" line of dresses, and these are as youthful and frivolous styles as a girl could ask for. No matter what size dress you require, you'll find models at the Ladies Toggery—the Shop of Personal Service.

SAUSAGE—the American breakfast dish, which we usually associate with steaming wheat cakes and the aroma of coffee. Sausage has a very definite place as a staple food—there's no waste to it. Many housewives are not familiar with the variety of ways this food can be prepared and served and the number of other foods with which it can be combined. Try it fried, broiled or baked, with toast, pancakes or muffins; with baked or mashed potatoes; it's grand with rice cakes, and as a luncheon dish with fried apples, it's great! Left-overs of sausage make appetizing omelets. Try a new sausage dish today—and here's a tip, just drop in at Mullen & Sons' Grocery and Market and ask for some of their delicious home-made sausage. Contains nothing but select cuts of lean pork, with absolutely no filler added. It's one of the regular specials in their week-end ads and sold at a price in line with present day prices of pork products.

IF YOU SOAKED UP plenty of sunshine this summer, you're not apt to be so susceptible to colds and sore throats. But should you fall a victim to this common ailment—just remember that the Maudy Drug Store has a dandy line of cold remedies. Frequently a dose or two of their cold and laxative tablets will "break up" a cold if it has not progressed too far. For irritating coughs, try San-Tox Pine Balsam, the finest and most effective cough syrup I know of. It comes in 50c and 25c bottles. It's also a good idea to keep a box of San-Tox Cold Capsules in the house. They're 50c a box at the Maudy Drug Store. And for deeper seated colds or other illness that requires a doctor, just remember Maudy's is the place to take the prescription.

YOU'RE JUST FLIRTING with colds and perhaps pneumonia if you don't keep your feet warm and dry. Just anytime now, you'll be needing a pair

of rubbers, overshoes or galoshes, and at the Fetzer Shoe Company you'll find the U. S. Rubber Co's dependable line of rubber footwear for both men and women that has a reputation for real inclement weather protection. They fit, too! It's a grand and glorious feeling to know that you have a good pair of rubbers to put on when the weather is wet and stormy. Children going to school, especially, should be equipped with rubber footwear that will insure warm, dry feet, and protection for their shoes.

"I'M HUNTING for Fall curtains," a lady said to me on the street the other day, "and I thought maybe you could tell me where to find the best values." Well, I certainly could do that! For I've just visited the H. M. Soennichsen store and they have the loveliest pieces of curtain materials and also ready-made curtains. Just about anything you've had in mind in curtains will be found at Soennichsen's—nets, volles, grenadines—straight panels, ruffled, pica-cilla or the cottage styles. You'll also be interested in their draperies—artistic cretonne patterns as well as damasks. And, of course, Soennichsen's also have all the paraphernalia for hanging curtains.

I WANT TO SUGGEST to the men folks that the next time "old friend Joe" or a business visitor drops in to see you, instead of calling up the house and announcing another guest for dinner, you invite the lady of the house downtown to have dinner with you at Brown's Cafe. It will be a much gayer affair because everyone goes to Brown's to eat, and the food is so wholesome and delicious. Lots of Plattsburgh people are finding that it's much nicer to have their Sunday dinner at Brown's—it saves a lot of time and gives one more time for drives along these magic roads of color. The next time you have out-of-town friends drop in to see you, just call up Brown's Cafe and make a reservation. You'll get extra special service, too.

JUST LOOKING at the jars and cans of food products displayed at the Red & White Grocery Store makes one want to be prepared with good things to eat. Try this salad if you want to impress the family with your ingenuity—or perhaps "artiness." On a lettuce leaf or two, place one of the luscious halves from a can of Red & White peaches, the rounded surface up. Stick whole cloves in for eyes and nose, cut slits for mouth (you'll get ideas for expressions after the first try), and insert a sliver of maraschino cherries for lips; and then use shredded lettuce for hair. The Red & White Grocery and Market has all the "necessaries" for making a good salad, including the Red & White line of salad dressings.

GAS HEAT for your home is the most convenient miracle of modern times. With a Radiant Ray Automatic Gas burner installed in your present furnace, absolutely even temperature can be maintained throughout the winter, regardless of outside temperature, and with the thermostatic control provided with this burner there will be no wasted heat or necessity for opening windows to keep from suffocating. Besides this, the convenience is incalculable in terms of dollars and cents. The Radiant Ray mechanism secures perfect combustion, using all of the gas, and Bestor & Swatok Co. will install it on a rental or easy payment basis. Drop into their store and see this perfect burner demonstrated.

Christmas Cards

A little early—yes and no, mostly no—to be talking about this subject, but we do want to tell you here and now that—

You can buy better Christmas cards at lower prices right here at home than you can get of door bell ringing salesmen now going around the country, if you will make your selection now.

Not all the Christmas cards sold in Plattsburgh stores are sold by us. Other stores carry complete stocks and what we want to impress on you most is to BUY YOUR XMAS CARDS IN PLATTSBROUGH, and make your selections early while stocks are most complete.

As usual, we can give you personal imprinting service on the cards you select at a very moderate additional cost. Early purchasers can be accommodated at our store and thus get the matter out of the way before the big rush a few weeks hence.

Ask to See the New 1932 Christmas Cards at

Bates Book & Stationery Store

Corner 5th and Main Streets, Plattsburgh