

Black & White

Wednesday Specials

- Omaha Family Soap, 10 bars 29c
- Shredded Wheat, 2 pkgs. for 25c
- Wheaties, with Cereal Bowl, 2 for 25c
- Milk, tall cans, 2 for 15c
- Rolled Oats, Blue Bell, large size 19c
- Dog Food, Pard or Tally-Ho, 3 1-lb. tins 25c
- Tomatoes, No. 2 cans, 3 for 25c
- Climeline, reg. 10c size, 3 for 19c
- Shurfine Tomato Soup, 2 cans 15c
- Saxon Dill Pickles, full quart 15c
- Kraut, Smith's, No. 2 1/2 cans, each 12c
- Pineapple Juice, No. 2 tin 15c
- Corn Starch, 1-lb. pkg., 2 for 15c
- Green or Wax Beans, Eureka, No. 1, 3 for 25c
- Golden Grain or Old North State, 7-oz. pkg. 23c
- Shurfine Gelatine, all flavors, 4 for 19c
- Hunt's Supreme Italian Prunes, No. 2 1/2 cans, 2 for 29c
- Shurfine Cake Flour, large size pkg. 21c
- Pineapple, Dole's Broken Sliced, No. 2 1/2 tin 19c
- Shurfine Salad Dressing, quart jar 39c
- Hard Maple Salad Set Free
- Hunt's Whole Apricots, No. 2 1/2 tin 19c
- Heavy Syrup Pack

Meat Department

WHERE QUALITY PREVAILS

- Corn fed Shoulder Beef Steak, lb. 21c
- Minced Ham, 2 lbs. for 35c

Fresh Pork Liver }
 Fresh Calf Hearts } **12 1/2c**
 Fresh Pork Brains }

- Pickled Corn Beef, per lb. 25c
- Fine Served with Boiled Cabbage

Don't fail to try Cudahy's EVER-READY HAM . . . It's Baked—ready to Serve!

SCIENCE MAKES NEW FINDS

Memphis.—Cobra venom was reported as a new remedy in paralysis before the federation of American societies for experimental biology here. It reduces the tremors in "shaking palsy." More than 1,000 scientists meeting in eleven different simultaneous sessions listened to reports of this and several other startling discoveries. One of them shows the hand receives orders from the brain six-thousandths of a second quicker than the foot, a period of time important in an emergency stop of a speeding automobile if brakes were operated by a hand push button instead of the foot.

Electrical detection of the first step in reproduction was reported. The experiment was confined to rabbits, but suggested possibilities for discovering the timing of some of the now unknown events in human reproduction. Another rabbit experiment gave surprising evidence that the brain

itself exercises a direct control over reproduction. Keeping muscles alive in test tubes for nearly five months was a further new discovery.

FOR SALE

1 maple dresser, 1 mahogany dresser, 1 bed and springs, 1 dining table, 1 rocker, 1 straight chair, 1 washing machine, 1 ice box, 1 carpenter's work bench; 1 kitchen table, fruit jars, etc., etc. Call 577-W. Ask for Mrs. Paul Vandervoort.

LAND, FARM and RANCH BARGAINS

FOR SALE—1936 yellow seed corn. E. T. Gilmour. Phone 3903. a22-tfw

WANTED—Cattle to pasture, 3 1/2 miles west of La Platte.—James Holonbek, Ft. Crook, Nebr. 264sw

FOR SALE

1936 white seed corn. State test, 97. Ray M. Wiles.

FOR SALE

1936 early yellow seed corn in ear. High germination, \$2.50 a bu. Chas. Wurga, Plattsmouth. a26-4tw

THE HEART AND THE POCKETBOOK

Authorities on safety are finding important parallels between present day efforts to stop traffic casualties and the accident problem which faced industry a quarter century ago. It is history that in the beginning, management was reluctant to support the industrial safety movement on any but humanitarian grounds. Executives feared that the acceptance of safety standards and procedures, the use of machine guards and other such devices would slow up production. For industry, this reasoning has long since gone into discard.

Oddly enough, however, a large part of society seems to hold the same fatalistic attitude toward the traffic accident problem. Speaking on the subject recently, Albert W. Whitney, who is in charge of safety activities for the National Bureau of Casualty and Surety Underwriters, struck sharply at the validity of such beliefs in a modern world.

"This reasoning and this psychology are utterly wrong," Mr. Whitney said. "Accidents are certainly not a price we must pay either for industrial progress or for the use of the automobile. Far from slowing up production, safety actually quickens it by increasing efficiency. It is common knowledge today that the causes which produce industrial accidents are also the causes of inefficiency in production. Industry knows that a high accident frequency is a symptom of waste.

"What happened in the industrial field will happen with the automobile. Not only can we solve the traffic problem, but in so doing we shall very largely solve the traffic efficiency problem. Communities that are cutting down their accident deaths successfully are just those communities that are moving their traffic more quickly and more easily."

If America can come to realize that by controlling traffic deaths and injuries it can likewise control traffic economy, the incentive to do both should not be lacking. More and more we realize that the causes which produce traffic accidents also cause us to spend more than is necessary for gasoline, oil, tires, upkeep and insurance, delay us in reaching our business and social destinations and generally slow up the progress of a motorized world. Such reasoning appeals both to the heart and the pocketbook, an irresistible combination.

NEW ASSISTANCE AIDE

Beatrice.—Claude C. Grimes, clerk in the WPA commodity depot here, was appointed Gage county assistance director to succeed Thad E. Saunders, resigned.

Phone news items to No. 6.

MRS. CARL GRAY HONORED

New York.—Mrs. Carl R. Gray, 67, of Omaha, wife of the president of the Union Pacific railroad, was chosen "The American Mother of 1937" by a committee of the Golden Rule foundation.

Mrs. Gray, mother of three children, grandmother of five and great grandmother of one, will be a guest of the foundation in New York on Mothers day, May 9, and will represent American mothers at programs in the city.

The committee of the foundation voted on three candidates chosen from a list of entrants submitted from all over the country. The other two in the final selection were Mrs. Esta Graham of Mitchell, S. D., 62, and Mrs. Willis P. Miner, 75, of Mountain Lakes, N. J. Standards on which the selection was made were: Character and record as a mother, 25 percent each; public speaking ability, health, personality and human appeal, 10 percent each.

JURY HAS VACATION

From Friday's Daily.—The members of the petit jury for the April term of the district court were excused this noon by Judge W. W. Wilson until next Monday when they will return to start in on the remaining cases on the docket.

Judge Wilson will be at Nebraska City Saturday to clear up several small matters pending in the district court at that place.

NEBRASKA COUNCIL OF FEDERATED CHURCH WOMEN

The second annual meeting of the Nebraska Council of Federated Church Women will be held at Omaha on Wednesday, April 28th. It will be a meeting for the women of all churches and who are invited to attend the sessions. The place of meeting will be announced later.

TAKEN TO HOSPITAL

From Thursday's Daily.—This morning John H. Hallstrom, one of the long time residents of the community, was taken to Omaha where he entered the Methodist hospital. Mr. Hallstrom has not been in them ost rugged health for some time and he will be placed under observation and treatment.

Phone news items to No. 6.

Death of Old Resident of Near Nehawka

G. A. Murdoch, 67, Dies at Home Thursday After Illness of the Past Year.

From Friday's Daily.—G. A. Murdoch, 67, prominent and well to do farmer, of north of Nehawka, passed away Thursday at the family home after an illness that he has suffered for the past year, suffering a stroke a year ago.

Mr. Murdoch is a member of one of the old families of that community and where his parents spent many years on the farm home and where the son has successfully conducted farming for his lifetime.

The deceased is survived by the widow and seven children, Mrs. Guy Stokes, Plattsmouth; Earl, Weeping Water; Guy, Troy and Mrs. W. H. Kruger, Nehawka; Rev. Albert Murdoch of Crab Orchard and Miss Bessie at home. There is also surviving one brother and three sisters, John W. Murdoch, Nehawka; Mrs. Scott Norris, Murdoch; Mrs. Hugh Warden, Union and Mrs. Ruth Thomas of Lincoln.

Mr. Murdoch was a very devout member of the United Brethren church and the last services will be held on Saturday afternoon at 2 o'clock at the Otterbein church. The burial will be at the Mt. Pleasant cemetery.

TO BUILD ALUMINUM LINE

Columbus, Neb.—Aluminum has been decided on for the Columbus-Valley high tension line of the Loup River public power district. Directors voted to accept the bid of the Aluminum Company of America for 457,000 pounds of aluminum conductor and accessories, for \$113,563. The aluminum bid was about \$24,000 under the best offer made by copper companies. Westinghouse Electric & Supply company's bid of \$22,470 for air dried cross arms and General Electric's bid of \$32,292 for protector tubes were also accepted. Both are Omaha companies. Bids for a steel tower, for red cedar poles and for insulators were held up pending further investigation.

Daily Journal, 15c per week.

Royal Taste Sliced Pineapple Large 27-oz. Can **18c 2 for 35c**

HINKY DINKY
Plattsmouth, Tues., Wed., April 23-24

Del Monte or Jack o' Lantern Fancy Golden Bantam (Cream Style) **CORN 2 for 25c**
No. 2 Cans

Blue Tag (in Syrup) **PRUNES No. 2 Can - - - 10c**
Tick-Tock Sliced Peaches, No. 2 1/2, 2 for 27c

- NECK BONES, lean, meaty 6 lbs., 25c
- PORK HOCKS or PIGTAILS, fresh, lb. 10c
- HAMBURGER or BULK SAUSAGE 2 lbs., 25c
- Freshly Ground.
- VEAL STEAK, choice, tender, lb. 27c
- THURINGER Summer Sausage, Dold's fancy, lb. 22c
- MINCED Luncheon or Ring Bologna 2 lbs., 29c
- Selected Quality.
- KRAUT, fancy crisp Wisconsin bulk, lb. 5c
- SMELTS, fancy Eastern Coast fish 2 lbs., 15c
- WHITING FISH, fancy Cape Cod 3 lbs., 25c

Sunlight **Margarine** 1-lb. 2 Cartons **35c**

BUTTER Hinky-Dinky, lb. **33c** CASCO Solids, lb. **35c**

Hinky-Dinky **COFFEE** 3 lbs., 62 **21c** Lb.

- RADISHES, fresh, full red Texas, large bunch 2c
- LETTUCE, extra large 5-doz. size. Head 6c
- Fresh, Crisp, Solid Arizona Iceberg.
- POTATOES, Seed or Table, 100-lb. bag \$2.98
- Genuine Red River Early Obolus—This weight Net when packed. 10 lbs., 35c
- CELERY, well bleached. Extra large stalk 10c
- Tender California Chula Vista.
- ORANGES, extra large Jumbo size, dozen 45c
- Sweet, juicy Florida Valencias.
- GRAPEFRUIT, extra large size 4 for 29c
- Sweet, juicy Florida Marsh Seedless.
- PEAS, fresh tender, green full pod Calif., lb. 7 1/2c

Ambrosia **COCOA** 2-lb. Can **14c**

Glenn Valley **CATSUP** Lge. 14-oz. Bottle **10c**

Mission Brand **PEAS** No. 300 Can **10c**

Fels Naptha **SOAP, 10 lbs. bars** **49c** Champion High Test Lye **25c** 4 Reg. Cans

Thinsell Butter Cream **COOKIES, lb.** **15c** Quaker Puffed Wheat **15c** 2 Reg. Pkgs.



Learn the secrets of greater charm

» » with our compliments

THOUSANDS of women have found radiant charm and loveliness by following Dorothy Perkins' rules of beauty. At considerable expense we have obtained a personal representative of Dorothy Perkins to explain this scientific method of beauty care to our customers.

This beautician will be at our store Thursday, April 29 to Saturday, May 1st. She will give a private consultation and advice on your personal skin problems.

This service is complimentary. You will be amazed at the results. Phone now for an appointment.

SOENNICHSEN'S
Telephone 206 Plattsmouth, Nebr.

- SPECIAL ATTENTION to
- Dry Skin
- Oily Skin
- Sallow Skin
- Blackheads
- Lines and Wrinkles
- Sagging Muscles
- Crowsfeet
- Pimples and Acne
- Double Chin
- Personalized Make-up

SPECIAL Day Old, each **6c**
—on— **Baby Chicks** ALL THIS WEEK
Brink Hatchery
Phone 107 Plattsmouth, Nebr 333 Main St.

LOCALS

From Thursday's Daily.—Roy Knorr and Fred Busch were Omaha business visitors today.

Dr. and Mrs. E. D. Cummins of Lincoln were in Plattsmouth for a short visit with friends today. Miss Kathryn Waddick, who has been visiting friends in Plattsmouth, returned to her home in Euclid, Ohio Wednesday.

Mrs. A. C. Davis of Falls City, arrived here this afternoon to remain here for the funeral of Mr. W. E. Rosencrans Friday morning.

J. J. Adams of Sheridan, Wyoming, was here a short time yesterday visiting with his aunt, Mrs. Habiddle at the Masonic Home. He also visited relatives at Fremont and Lincoln before returning to Sheridan.

From Friday's Daily.—Miss Edith Solomon of the Nebraska state employment office attended a staff meeting in Lincoln Thursday.

Miss Margery Kinsel returned to her home in Omaha last evening after spending the week with her sister, Miss Ada Kinsel, in Plattsmouth.

Edward H. Pankontz of near Weeping Water was in the city today to look after some matters of business and while here called at the Journal to renew his subscription.

Mrs. Berniece M. Blacker of Wichita, Kansas, was here to visit Mrs. E. A. Rosen and baby Tuesday afternoon. Mrs. Blacker and Mrs. Rosen were sorority sisters at the University of Nebraska.

Mrs. John Hallstrom, Mrs. James Mauzy and Jimmy drove to Omaha

last evening to visit John Hallstrom who is in the hospital there. They report that he is getting along very well.

From Saturday's Daily.—Mrs. W. A. Robertson and daughter, Rachel, were in Omaha on business today.

Word has been received that the Glenwood band, under the direction of G. M. Duncan, will be in Plattsmouth to give a concert at the Masonic Home in June.

Mr. and Mrs. Vernon Gibson of Nebraska City were Plattsmouth visitors last evening. They called upon Miss Evelyn Lee. Miss Lee and Mrs. Gibson were roommates last year.

RUSH TO BUY IMPLEMENTS

Omaha.—A rosy picture of farm conditions in this section of the corn belt was painted by distributors of farm machinery. Altho last year was a banner year in the volume of farm machinery sold in this territory, Omaha distributors said demand this year has exceeded that in 1936. One distributor, whose territory covers all Nebraska and southwestern Iowa, said not one tractor, harvester, plow, or any other piece of farm machinery sold by his organization in the past two years has been repossessed. Most sales are for cash, only 12 percent being financed.

RECREATIONAL COUNCIL SPONSORING **BENEFIT DANCE** Wed., Apr. 28 BEKIN BLDG. Ladies, 25c Gents, 35c

APRIL CLEARANCE!

SMART SPRING COATS & SUITS STARTS WEDNESDAY

Your opportunity to buy that new Spring Coat or Suit at a real saving

Special Group Prices

- Coat Values to \$14.95. Sale Price. **\$8.88**
- Coat Values to \$10.00. Sale Price. **\$6.88**

Sizes 14 to 20 38 to 46



- Suit Values to \$12.95 Sale Price **\$6.88**
- Suit Values to \$7.95. Sale Price. **\$4.88**

Also Clearance Prices on our Coats and Suits not included in these special groups.

SPORT COATS DRESS COATS TAILORED SUITS FUR TRIMMED SUITS in Gray, Navy, Heather, Green and Brown

PEASE STYLE SHOP
Cass County's Largest Exclusive Ladies' Store PLATTSMOUTH, NEBR.