

Uncle Zeke Says . . .

"Feed your Chicks the best feed you can buy." GOOCH'S is the best. The price is right in line with what you receive for your poultry nowadays.

We are handling Gooch Feed on small profit and quick turnover. Note prices below!

Chick Starting Mash	\$2.35
Chick Growing Mash	2.10
Chick Starting Pellets	2.40
Laying Pellets	1.75
Oyster Shell	.85
Concentrate, 32%	2.50
Stock Salt, 100-lb. sack	.50
Block Salt	.40
Chick Scratch	1.75

PLATTSMOUTH CREAMERY

LOWER MAIN ST. PHONE 94

SOCIAL

From Monday's Daily—Entertained at Omaha—
Mr. and Mrs. E. S. Tutt, of Murray, Lee and Miss Etta Nickles, of this city, were at Omaha Sunday where they were dinner guests at the home of Mr. and Mrs. Charles Kennedy.

Entertain for California Guest—
Mr. and Mrs. L. W. Egenberger entertained at a one o'clock luncheon Sunday at their home in honor of Mr. W. R. McKinney and son and daughter-in-law, Mr. and Mrs. Robert McKinney of Los Angeles, California.

Entertains Dinner Party—
Mr. and Mrs. Fred Lugsch had as Sunday dinner guests at their home Mr. and Mrs. Ed Marshall and Mr. and Mrs. Will Lugsch of Glenwood, Iowa, Alfred Wilson and two daughters, Edna and Alice, and Miss Hulda Spahn of Omaha. The Omaha party all came dressed in the 1869 fashions, the women wearing the Golden Spike dresses and the men with their whiskers and hats.

During the afternoon they also had

a number of visitors from Omaha, they being Mr. and Mrs. Herman Yost and daughter, and Miss Ruth Short. These also were dinner guests in the same fashion, Miss Phyllis Yost being an employee at the Union Pacific.

Celebrates Birthday—
The passing of the third birthday of Donald Weidon Born, was observed on Saturday afternoon at the home of his parents, Mr. and Mrs. Donald Born, near this city. The anniversary was on April 16th but the party held later.

Games were played during the afternoon by the little folks and in honor of the occasion the guest of honor received many attractive gifts as remembrances.

At the close of the afternoon refreshments were served by Mrs. Donald Born which featured the large angel food cake with pale green and pale yellow decorations. Each child was presented an individual cup cake with a candle.

There were fifteen present, Janie Gregg, of Omaha, Marilyn Stoeber, Merna Jean Peteret, Jean Meisinger, Valeria Stoeber, Edna Mae Buechler, Dean Meisinger, Billie Becker, Marlon Tritsch, Jennie Tschirren, Georgie Born, Garry Lee Klingner, Tommie Carneal, Harlan Hennings. Among the mothers present were Mrs. Floyd Becker, Mrs. Carl Gregg, of Omaha, Mrs. Bernard Klingner, Mrs. Otto Meisinger, Mrs. Otto Peteret, Mrs. Roy Tschirren, Mrs. Herman Hennings, Mrs. Leonard Born, Mrs. Elmer Tritsch and Mr. and Mrs. Henry Born, grandparents of Donald Weidon.

Lincoln she was entertained at a number of luncheons and dinner parties, a luncheon being given in her honor on Monday noon, and a dinner party tendered in the evening.

From Tuesday's Daily—Have College Guests—
Miss Ruth Sutorious of Humboldt and Miss Mary Matthews of Peru spent the week-end here at the home of Miss Virginia Trively. The girls all attend Peru State Teachers' college.

Honor Mrs. Anna Rhoden—
A large group of friends and relatives gathered at the home of Mrs. Anna Rhoden in Murray Sunday, April 25 where they helped observe the passing of her birthday anniversary.

The main feature of the day was the sumptuous dinner served at the noon hour. The large and beautiful birthday cake was baked by Mrs. Rhoden's granddaughter, Mrs. Harry Albin. Mrs. C. R. Troop of this city made four lemon pies out of lemons that were grown on her lemon trees.

The afternoon was spent in visiting and a social gathering.

The guests present were: Mr. and Mrs. C. R. Troop of Plattsmouth; Mrs. Jane Brooks, Mr. and Mrs. W. O. Troop and son, Thomas; Mrs. William Gorder, Mr. and Mrs. Victor Wehrlein and son, Billy; Mr. and Mrs. Alex Rhoden, Mrs. Harry Albin and family, Mr. and Mrs. Don Rhoden, Mr. and Mrs. Floyd Gauer, Mr. and Mrs. Kelly Rhoden and family, Mrs. Glen Kaffenberger and family, M. and Mrs. A. G. Cisney and children, and Mr. and Mrs. Robert Bestor and son.

Entertained at Fremont—
During the first district music contest held at Fremont Saturday, Mr. and Mrs. Lee Knolle of Sioux City, Iowa and Mr. and Mrs. J. R. Reeder of this city were special guests of Mr. and Mrs. Wayne Alvord. Mr. Alvord and Mr. Knolle were both former instructors in the Plattsmouth high school, Mr. Alvord being the social science instructor, and Mr. Knolle serving as the music director.

Friends Hold Gathering—
The Elmer Bennett home on Park Hill was the scene of a very delightful party last evening, when "Chuck" and Alice Bennett invited a few close friends in to spend the evening.

The time was spent in playing pinocle, prizes being won by "Chuck" Ault and Betty Ault.

At a late hour delicious refreshments were served by the host and hostess.

Those who enjoyed the evening were: Gavin Farmer, "Chuck" Ault, "Ted" Baker, Jr., Betty Ault, Helen Johnson, Mary Alice Ault, and the host and hostess, "Chuck" and Alice Bennett.

Attend Job's Daughters Meet—
Miss Clara Weyrich, guardian and Miss Margaret Ann Valley, guide of the local Bethel 24 of Job's Daughters were in Omaha over the week-end where they were guests at a gathering of Bethel 13, this Bethel entertaining all the guides of the Job's Daughters of Nebraska.

A number of other young ladies and members of the organization also accompanied the ladies for one day, they being: Misses Rosemary Step-

FINED FOR OVERLOAD

Tuesday afternoon in the county court I. E. Grimmett, of Emporia, Kansas, was arraigned on the complaint of the state highway patrol, charged with operating his truck with a load heavier than the statutory weight permitted for a truck of this type. The load was in excess of 3,200 pounds as allowed, weighing some 3,900 pounds, consisting of 500 cases of beer.

The driver received a fine of \$25 and costs and was forced to return to Omaha to have his truck unloaded of the excess weight and again sealed for the trip to Kansas.

Subscribe for the Journal.

Mother's Day Special

Give Mother a beautiful, lasting Permanent for Mother's Day! A gift she'll appreciate!

\$3.50 PERMANENT Only . . \$2.95
\$2.50 PERMANENT Only . . \$1.95

Including Shampoo and Finger Wave

Shampoo and Any Style Finger Wave 50c
Any Style Finger Wave (Dried) . . . 35c

STUDENTS—Above prices not just for Mothers and will remain in effect until close of school year for your benefit!

Hollywood Beauty Salon

2nd Floor Bates Book Store Bldg., Phone 137

Have Birthday Dinner—
Sunday, April 23 a delightful family dinner was held at the home of Mr. and Mrs. Val Burkel when a group of close friends helped observe the passing of Miss Olive Jones' birthday.

Out-of-town guests were Mr. and Mrs. Thomas Hickson of Omaha, old-time friends of Miss Jones.

Entertained at Lincoln—
Mrs. James Mauzy was a week-end visitor in Lincoln where she visited and spent the time with a number of her friends. During her stay in

Junior Woman's Club—
The Junior Woman's club met last evening at the home of Miss Marie Valley. A large crowd attended. Prizes were won by Miss Evelyn Ripa and Miss Neoma Day. At the close of the evening appropriate refreshments were served by the hostesses: Miss Marie Valley, Miss Mildred Hall, Miss Marion Olson, and Mrs. William Nelson.

The next meeting will be held May 8 at the Hotel Plattsmouth dining room. Mrs. Nadine Bradley will be the guest speaker. Mrs. Robert Rummel and Mrs. Kenneth Schmitt will be in charge of the program.

The First Step

toward business success and future well-being, including debt-free home ownership, is a **BALANCED BUDGET**, with provision made for regular savings, made secure and profitable in **FEDERAL INSURED SHARES!**

The Savings of Today provide the Capital for Tomorrow!

Nebr. City Federal Savings & Loan Association

Chartered and Supervised by U. S. Government

Friday & Saturday Specials

Parker House Rolls, doz., 13c; 2 doz. . . 25c
Whole Wheat or White

Tea Biscuits, per dozen 8c
Whole Wheat or White

Danish Rolls, doz., 13c; 2 doz. 25c
Large Variety of These Delicious Rolls

Oatmeal Cookies, doz., 10c; 3 doz. for 25c
Fresh, Crunchy—Light or Dark

Cup Cakes, dozen, 18c; 2 doz. for . . . 35c
Carmel, White or Chocolate—Made with Milk and Butter

PLATTSMOUTH BAKERY

Our Bread Sold at All Grocers—8c Loaf, 2 for 15c

JOE'S NEW-WAY

Ad for Friday and Saturday, April 28 and 29
PHONE 93 and 95—WE DELIVER

Strawber's La. Red Ripe Full Pint 11c	BANANAS Golden Ripe, Rich in Food Value, Lb. 6c
COFFEE Butter-Nut Reg. or Drip, 2-lb. Tin or Jar 50c	MILK Kamo Tall Cans 4 for 25c
LETTUCE Solid, Crisp Lge size Heads 5c ea.	CARROTS California Green Tops 2 Large Bunches for . . . 9c
COOKIES Fresh As'tm't All Varieties 2 Lbs. 25c	OXYDOL and DREFT DEAL 35c Value! Both for . . . 26c
RADISHES Crisp, Solid—2 Lge. Bchs. 5c	GREEN BEANS or Fr. PEAS 2 lbs. for 15c
LIQUOR SALE	SUGAR Granulated Beet 10-lb. Cloth Bag 50c
Annual Spring Special!	FLOUR Omar Wins Cake Prizes 5-lb. Bag 19c
Mary May Permanent Wave Shoppe	POTATOES Idaho Russets, 100-lb. Bag, \$1.69; Peck . . . 29c
Special Discounts Until May 15th	RAISINS Thompson Seedless 3-lb. Cello Bag 21c
\$1 on \$5 or \$3.50 Permanents; 50c on \$2 Permanents	PRUNES Santa Clara lge. 40-50 size, 2 lbs. 15c
All Work done by Registered Cosmetologist—All Work Guaranteed.	SALAD DRESSING Rare Treat 26-oz. Jar 23c
Open Evenings by Appointment—For Appointment or further Information, Phone Plattsmouth No. 11, or Write	PINEAPPLE Fresh, Large Size, Each 15c
Mary May Beauty Shoppe, Plattsmouth, Neb.	POTATOES California White Shafter, 5 lbs. 25c
613 2nd Avenue Telephone No. 11	PICKLES Lge. size Cucumber or Dill, Per Jar 10c
	CORN FLAKES MILLER'S 3 Pkgs. 25c

MULLEN'S MEAT DEPARTMENT

Phone 95 and 93. We have Four Deliveries Daily 8:30 a. m. 10:30 a. m. 2:00 p. m. 4:00 p. m.

BEEF ROAST, extra fancy quality, lb. 18c
PLATE BOLL, lb. 10c
BEEF STEAK, Shoulder, lb. 20c

HAMBURGER FRESH CUT 2 lbs. 25c	Pork Brains FRESH 1b. 10c
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PIG HEARTS, 2 lbs. for 25c
VEAL BROWNIES, per lb. 25c
LAMB CHOPS, per lb. 23c
LAMB STEW, per lb. 15c

Pioneer Sliced BACON

5 lb. Box 70c

We also Carry a Full Line of Cold Meats and Freshly Dressed Chickens

The WHITE FLEET'S in..

and the whole family SALUTES THESE DATTY STAR BRAND SHOES for Summer

FOLLOW the white course and you'll ride the crest of Summer's fashion wave. Here are shoes so light . . . so airy . . . your feet will be cool as an ocean breeze. See them . . . they'll be your passport to Summer smartness.

\$1.98 and \$2.98

Men . . . slip your feet into a pair of these snappy white oxfords and it's full speed ahead to cool comfort and lasting good looks. You'll enjoy many a mile of real satisfaction here.

Style conscious little ladies can now enjoy real grown-up style in these perky patterns. Light and dainty . . . they'll delight any young lady.

There will be jolly times ahead for young fellows who step out in a pair of these sporty oxfords. They're easy to clean, too.

\$1.98 and \$2.98

SOENNICHSEN'S

PLATTSMOUTH, NEBR.

From Wednesday's Daily—Shuffle and Deal Club—
E. H. Bernhardt served as host to the Shuffle & Deal card club last evening at his home on North 6th street.

The first prize of the evening was awarded to George Jaeger, and the second prize to Dr. L. S. Pucelik.

The evening was concluded with the serving of refreshments.

Entertains Teachers—
Mrs. R. B. Hayes entertained a number of teachers at a 12 o'clock luncheon at her home at 324 South

Annual Spring Special!

Mary May Permanent Wave Shoppe

Miss Cathryn Anthes, Manager Mary Carter, Owner
613 2nd Avenue, Plattsmouth, Neb.

Special Discounts Until May 15th
\$1 on \$5 or \$3.50 Permanents; 50c on \$2 Permanents

All Work done by Registered Cosmetologist—All Work Guaranteed.

Open Evenings by Appointment—For Appointment or further Information, Phone Plattsmouth No. 11, or Write

Mary May Beauty Shoppe, Plattsmouth, Neb.

613 2nd Avenue Telephone No. 11

STOCK REDUCTION LIQUOR SALE

Buy Your Liquor Supply for Future Use AT THESE REDUCED PRICES

Hiram Walker Dry Gin, 1/2 pint	40c
Band Wagon Dry Gin, 1/2 pint	32c
Grain Alcohol, 190 Proof, pint	90c
Red Horse Peppermint Schnaps, 1/2 pint	40c
Empire Wine, Poro or Muscul, 5th	35c
Grainwood Whiskey, 90 Proof, 1/2 pint	32c

Not Only Above but All Items Cut in About Same Proportion
Note—All Prices Subject Only to Stock on Hand!

A Money-Saving, Stock-Reducing Sale of Whiskies, Gins, Wines, Alcohol, Brandy and Cordials at Drastic Price Reductions!

SHARPNACK'S

116 South 6th Street - Plattsmouth, Nebraska
This Store will continue to Operate after May 1st under New Ownership—Robert Sedlak, Sr., Licensee