

ALVO DEPARTMENT

John Weichel was a Lincoln visitor Tuesday.

Harley Toland has gone to Hav-

lock to work.

Ed Casey of Lincoln was in town Monday afternoon.

The rain the past week has been

a boon to the community.

Miss Sara Lefferdink spent the week end in Lincoln with relatives.

Mr. and Mrs. M. S. Briggs, of

Plattsmouth, were in Alvo last Sat-

urday.

Mr. and Mrs. Sherman Wolfe

visited Mr. Wolfe's parents in Ash-

land Sunday.

Mrs. Harry Appleman spent the

week end in Lincoln with her daughter, Mrs. Farley Young.

Mr. and Mrs. R. E. Reitz and

children of Waverly called on Mrs.

J. A. Shaffer Sunday afternoon.

Miss Gladys Appleman is playing

on the Orpheum circuit this winter

and is now in Winnipeg, Canada.

Mr. and Mrs. Brownell of Lincoln

visited Mrs. Brownell's cousin, Mrs.

Roy Coatsman and family this week.

Mrs. Pearl Burnstead and little

son Howard of Clay Center, Kansas,

are visiting her sister, Mrs. Herbert

Moore this week.

Word came to relatives here last

Thursday that Schuyler Wolfe had

passed away that morning about 9

o'clock at his home in Colorado.

Wm. E. Casey, of Denver, Colo.

came in Tuesday evening from Omaha looking after business interests

and calling on friends until Thursday, when he went back to Omaha on business.

Mrs. Frank Edwards returned home Thursday morning from Falls City, where she went to visit her aged father, who had been quite badly injured by a fall recently. He is mending as well as could be expected at his age.

Mrs. Nora Anderson of California, who is visiting her sister, Mrs. Sam Walker, at Waverly, visited from Thursday till Sunday with Mrs. A. L. Bird and family. Mrs. Hattie Martin and son, of Waverly, were also guests on Sunday.

Little Miss Alice Fairfield entertained a few friends at a party at her home Monday evening in honor of her 13th birthday. Games were played and a birthday supper was served which included the customary birthday cake and was enjoyed by all.

School Notes

The 4th grade class is studying Indians this month.

The 7th and 8th grades are making raffia baskets this week.

Misses Stroy and Lefferdink were visiting in Elmwood Saturday.

Mrs. Kitzel and Mrs. Johnson were visitors in Miss Stroy's room Friday.

Misses Mayer, Peterson, Ober, Busboom and Lefferdink spent Friday evening in Lincoln.

Mr. Peterson, county superintendent of schools, paid each of the rooms a short call Friday.

We had our first basket ball practice last week. The outlook is good for a strong team this year.

The English class are making preparations for the Alvo High school paper which will be issued soon.

LaVerne Sutton has returned to the 2nd grade after six weeks absence on account of an injured arm.

Miss Mayer was called to Lincoln Saturday to attend a meeting of the Home Economics association of which she is secretary.

Miss Stroy was unable to resume her duties Monday on account of the illness of her mother. Mrs. Alfred Stromer is acting as substitute.

The 5th and 6th grades gave a Hallowe'en party Tuesday afternoon in the Recreation room. Lunch was served and all had a good time.

In response to an invitation of Mrs. McBride, the teachers of the Alvo schools, accompanied by Mr. and Mrs. Keeler, motored to Elmwood Friday night, where they were entertained. The games and decorations were suggestive of Hallowe'en. After an enjoyable evening, the hosts served a delicious luncheon.

M. E. Church Column

We were all glad to join with the Brethren last Sunday night in the revival effort at this place. Therefore we had no services at our own church.

We are looking forward to next Sunday night when the ladies of the W. H. M. society will put on their program illustrating the work of the society among the negroes. Do not miss this program, for you will miss a rare treat if you do.

By the way ask Sister Coon about their rally or contest they have just put on, then read her program on the wall in the front of the church. Fine!

You are invited to be present Sunday night.

Choir practice every Thursday night. Sister Nickel is hurrying up her work as chorister for that mu-

NEWSPAPER ADS ARE FAR THE BEST

When It Comes to Real Results, the Press Can Deliver, Says Head of Gas and Coke Co.

ATLANTIC CITY, N. J., Oct. 28.—No form of merchandise advertising is equal to, or a substitute for newspaper advertising; it not only helps sell the goods, but incidentally helps build good will," was the advice given today to 2,000 members of the American Gas Association by John F. Weedon, superintendent of advertising of Peoples' Gas, Light and Coke company, of Chicago.

"Newspaper space should be used continuously throughout the year," Mr. Weedon said. "Spasmodic advertising activities produce only spasmodic results. Keep everlasting at it emphasizes a faith in your institution, your service and your goods, that is eventually transferred to the public through the insistence and persistence of your announcements."

According to Mr. Weedon the sum total of successful copy writing is "keep all advertisements simple."

"An advertising man need not be brilliant," he said. "All he needs is good horse sense, which has been defined as being chuck full of stable information. Seemingly clever head-lines and witty phrases do not sell goods. Advertisements are news items. The public wants to know what—where—how much."

In speaking of good will and pol-

itical advertising, he said the expense

for these two forms should not be imposed on merchandise advertising. "The account should be divided to show exactly the expenditure for each," he advised. "This will also help to fix a proper conception of the advertising expenditure as not an expense, but an investment that helps earn a net."

Chamberlain's Tablets Have Done Her a World of Good

"Chamberlain's Tablets have done me a world of good," writes Mrs. Eliza L. Button, Kirkville, N. Y. "I have recommended them to a number of my friends and all who have used them praise them highly." When troubled with indigestion or constipation, give them a trial and realize for yourself what an excellent medicine it is. Weyrich & Hadraha.

WELL, THEY'RE HERE

The November Red Book, America's favorite fiction magazine, is full of the choicest stories and feature articles for the reading public. Call at the Journal early and secure your copy before they are all taken.

Journal want ads pay. Try them.

Corn Husking Supplies!

We have mittens, gloves, pegs, hooks and all the needed paraphernalia which is required in the operation of getting the corn into the cribs.

Get ready for the coming cold weather. Is your furnace in good condition, and how about that needed stove?

We Carry a Full Line of "GOODRICH" Tires

"The Best in the Long Run."

Coatman Hardware Co.
Alvo, Nebraska

COUNTY COURT HAS A VERY BUSY TIME

Large Number of Persons Present to Hear Airing of Complaint Filed Against Oliver York.

From Saturday's Daily.

This morning there were a large number of interested spectators at the county court room when the hearing of the complaint against Oliver York came up for hearing before Judge Beeson.

The complaint was filed by County Attorney A. G. Cole and charged Mr. York with having used language toward Lewis Clyde, calculated to provoke an assault.

It seems from the facts disclosed that Mr. Clyde is an employee of the Burlington in the railroad shops in this city and that he had on October 22 moved his family and household goods from South Omaha to Plattsmouth and was preparing to move into the residence of Ed Cotner in the south part of the city when the incidents on which the complaint was filed, were alleged to have taken place.

The first witness of the state was Lewis Clyde, who stated on the stand that he had rented the residence property of Ed Cotner and had moved to this city by truck with his family and accompanied by Joseph Hanasek and Herman Walters, the driver and owner of the truck. He had arrived at the Cotner place and found Ed Cotner absent and had talked to Lee Cotner who was at the house, and witness claimed that Mr. Cotner stated that they could occupy the lower portion of the house. Oliver York had been at the house at the time and was on the east side of the house where the party had been standing and had cursed and called the members of the party vile names as well as threatening to burn them out if they moved in and cripple up their children. The witness stated they had loaded back on the truck and returned to South Omaha. On cross examination by A. L. Tidd, witness stated that this was all the conversation that he had heard.

Mrs. Lewis Clyde was the next witness and her testimony was practically the same as that of the husband with the exception that she claimed Mr. York had stated he would fix the man renting the house.

The driver of the truck, Joseph Hanasek, testified as to the language used by Mr. York and on cross examination had considerable inquiry into his past history made by Mr. Tidd relative to places he had ed-

ited.

Herman Walters, the owner of the truck, who had accompanied the Clyde family here, testified as to language used and also that when the trouble had started he had gone toward the truck, the witness stating that he was a man of peace and especially as it was Sunday and had taken the truck back to Omaha.

The first witness for the defense was Mr. Oliver York, the defendant, who stated that he had been in his own yard adjoining the Cotner place when the parties came up with the truck and had walked over to the residence of Mr. Cotner. He testified he had not talked either to Mr. or Mrs. Clyde at any time and had not cursed them or made any statement relative to burning up their house or doing injury to their children. At the time Mr. Clyde was in the yard while the wife was standing in the road near the truck. The only remarks relative to the parties, Mr. York stated, was that he had asked Mr. Lee Cotner if "he was going to let these people move in," and Mr. Cotner replied that he had no right to do so. On the cross examination by Mr. Tidd at any time and had not cursed them or made any statement relative to burning up their house or doing injury to their children. At the time Mr. Clyde was in the yard while the wife was standing in the road near the truck. 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