

The Plattsmouth Journal

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A Chicago tea shop displays this sign: "Cautious service until 7 p. m."

Senator Borah is "agin" bureaucracy. So is everybody else. Then why do we have it?

One thing certain about the ship of state under its present captain—its collecting no barnacles.

The new government agency, the IEC, may prove useful, even though it looks like a truncated typographical error.

Why does a slim person delight in demonstrating in front of a fat person how easy it is to slide into a narrow space?

Those who took part in the nudist wedding in Chicago last week are no longer bare. They've had fines stuck on them.

Fifty straw hats were stolen from a truck. As they were valued at only \$50 we assume they couldn't have been women's hats.

Perhaps the American sailors who created the roughhouse at Nice would be willing to let their police court fines apply on the war debt.

The smaller amount of ticker tape being used in Wall Street is more than offset by the larger amount of red tape distributed in Washington.

The moral in the Finnish debt payment, if any, is now ready for circulation: If you have to have a war, try and find one that costs only \$61,000.

The Martin Johnson expedition reports that there are no more than 12,000 gorillas left in Africa. Now as soon as we get the figures from Chicago and New York, we'll know where we stand as to gorillas.

Primo Carnera passed through Atlanta, Ga., Sunday headed toward Florida, but bound for Maine, so he told his friends there. It's a slow process, reaching Maine by going south. Perhaps Max Baer hit him harder than was generally supposed.

Roger Babson says no one can be blamed for the depression. He would make a poor politician.

Part of the trouble in the Balkans is that a country is there which doesn't show on the maps—Macedonia.

Back in the old home town there was one man who was so worthless that he wasn't even asked to sign the candidates' petitions.

The federal income for the present fiscal year is more than 3 billion dollars, which sounds pretty big until it is compared with the outgo.

Evidently John Dillinger has finished "Anthony Adverse," which, according to theory, was why he had been out of circulation so long.

Huey Long has again referred to a rival statesman as a rat, and we suppose it's summer again in Louisiana, though the weather is nothing unusual.

An Iowa professor says he finds five different kinds of dumbness. It seems incredible that a prominent man like that should have met so few people.

The New Jersey man who stabbed a radio crooner probably will be severely dealt with by the game warden, as the season doesn't open until October.

That period of the straw hat season is now upon us when it is of small consequence which hat is selected on leaving a restaurant. They all need cleaning anyhow.

Austria was somewhat startled by exploding bombs in various parts of the country yesterday, the natives evidently having forgotten for the moment that it was the Fourth of July.

"Isn't your bank account more secure than it was a year and a half ago?" inquired Mr. Roosevelt on the radio last week. Well, yes and no. A year and a half ago it was secure because during the bank holiday we couldn't even check against it.

Don't people like to drive motor cars any more? Advertising columns are full of requests for "one or two passengers to Chicago, to help drive."

Fourth of July statistics indicate that we're now accomplished wrecker-shooters, and pretty fair motor car drivers, but we can't swim worth a cent.

Perhaps a good many of the dogs advertised in the Lost department have decided the Fourth is finally over and have come out from under the porch by this time.

John Dillinger's sister says there is a lot of mail piled up which she wishes he'd come and get. Probably he's afraid the government has sent him some sort of a summons.

An explorer says that most animals are polite if you are. Occasionally an animal snarls when you try to pet it, which is its polite intimation that it is not in a necking mood.

We don't remember what Finland borrowed the money for in the first place, but the fact that she is paying it back would indicate that it was for some uncommonly useful purpose.

It's vacation time for Amos 'n' Andy. Amos is going to Alaska and Andy is going to England. England offers great opportunities for a romance like Andy to tell to a patient listener like Amos.

Someone reports seeing John Dillinger at a ball game recently. Unfortunately the game went the full nine innings, so there's no hope catching the bandit when he comes back to use his rain check.

The Philadelphia mint reports that the demand for a half-nickel is again being heard. The Detroit News attributes it to a general fear among parents that quadruplets and quintuplets are catching.

Gen. Hugh Johnson is planning a vacation from his NRA labors, most of his relaxation to come in the form of making public speeches. It seems just as easy for General Johnson to relax as it is for Senator Borah.

"No longer does the average citizen fear to speak his criticism of the new deal administration," says a Washington observer. So long, of course, as he doesn't try to speak it over the radio or on the movie reel.

New York police are searching for a man whose trousers have been vitally torn by savage dogs. Charlie Chaplin escaped under similar circumstances, we believe, in one of his old films by wearing an overcoat on a July day.

BEHIND the SCENES in HOLLYWOOD

By HARRISON CARROLL

Hollywood.—Is Norman McLeod's face red? The Paramount director forgot to turn off the radio when he left his studio office for a holiday and the darned thing got so hot it pulled the trigger on the sprinkling system. The first thing the studio watchmen knew was when they found gallons of water pouring out into the hall of the director's building. Norman's room was so full the desk practically was floating and when the watchmen rushed down to the floor below they found Cecil B. De Mille's office in almost the same condition. That little moment of forgetfulness cost the studio \$1,500 in water damage.



Norman McLeod

For fast thinking, I like the story of how Director Roy Del Ruth covered up an embarrassing moment the other evening. Roy thought he recognized a friend in a restaurant and slapped him on the back. But the fellow who turned around was a ham actor, who recently gave his wife a nasty deal and is due to explain it to a judge in the near future.

Before Roy could apologize, the ham drawled: "Really, do I know you?" Quick as a flash, Roy came back: "No but you will when your case comes up in my court."

They say the ham is still trying to locate the judge so he can apologize.

You'll want to doubt this, but it actually happened. A bit player in "The Old Fashioned Way" at Paramount was Mrs. Martha Gilbert. They sent her to the wardrobe department to get a 1905 style gown and 15 minutes later she gave a cry that brought attendants running. The gown she drew was one her sister had made for her in San Francisco in 1905. The crocheted collar, cuffs and button covers identified it without possibility of error.

The extraordinary coincidence is accounted for this way: Mrs. Gilbert liked the gown so well she stored it away in a trunk. It was still there 15 years ago, when she moved to Los Angeles, and didn't turn up until 1926, when Mrs. Gilbert was making up a bag of old clothes for the Goodwill Industries here. From there on, it's all presumption, but Don Beach, of the Paramount wardrobe department, suggests it found its way to a second-hand store, where he bought it on one of his regular forays for out-of-date clothes.

A letter from an M. G. M'er adds an interesting point to my story about the number of autographed pictures of Greta Garbo now existing in this country. To a man in Cincinnati goes the distinction of being the only person to hold two such pictures. Some years ago, the chap used to keep the long-distance wires hot between the east and Hollywood and wrote innumerable letters to Greta and her friends. Finally he sent two enormous pictures of the star (nobody knew where he got them) to the studio with the request that Greta autograph them. Impressed by such devotion, and not quite so retiring in those days, the Swede signed them. These pictures today would be almost museum pieces.

The new Bing Crosby radio contract just signed is one of the fattest on record. Seven firms wanted to sign Bing and the final deal gave him 39 straight weeks with no cancellation clauses or catches of any kind. The salary mentioned would make your head swim. And, now, just to make things nicer, Paramount wants to tear up Bing's contract which has a year to go, and give him a new three-year deal with a big up in the weekly pay check.

By the way, Bing is going around with a little broader smile these days. The reason? He has just become the father of twin boys! Folks are wondering how soon it will be before he will teach them to croon.

What Los Angeles attorney is now on a trip around the world because a several-times-married star just



Did you ever stop to think EDSON R. WAITE Shawnee Okla.

T. A. Grehan, advertisement manager of the Dublin (Ireland) "Irish Independent," says:

"In my over thirty years in advertising, as a fascinated student, as advertisement writer, as a spender of huge appropriations and as advertisement director of a group of newspapers for quite a long spell, I have naturally seen how advertising money gets results or does not get results. I have seen all sorts of advertising media tried out and have seen the results. At the best of times the investment of money in advertising is a speculation, but, properly and sanely invested, that is to say invested according to the advice of men who are in a position to guide and select for you, the 'speculative' feature of advertising can be considerably lessened, can even be made practically innocuous.

"Well, having seen how advertising 'works' in almost every sort of medium, I have no hesitation in stating that advertising in popular, well conducted, brightly presented newspapers is in the best of all mediums. If you feel any doubt about this, don't take the word of a hardened veteran like myself, just take a careful look through the newspapers that come your way. There you will find how true my words are for there you will find the wares of all the five merchants set before your eyes in alluring words and often in equally alluring pictures. Do all these enterprising people spend their good money in the newspapers just to please a passing whim? Most assuredly they do not. The men who plan, place and pay for advertisements do so because they expect results that will help to make their merchandising profit-making. They know what they are doing. They have had ample experience and just because of this experience they plump for the newspaper because their sales analyses show that it is the newspaper that wins the people to their wares.

"So, gentlemen of the jury of newspaper readers, your verdict is in my favor. When it comes to brass tacks in advertising, the newspapers have it every time!"

Wouldn't accept his engagement ring?

Knick-Knacks—How fortunate that Hollywood divorce pairs remain friendly. Else it would have been an embarrassing moment the other night at Henri's 53-50 club when Eddie Hillman and Pochelle Hudson occupied one table and across the room were Marian Nixon and Bill Selzer. . . . And what a shock when Janet Gaynor showed up at this spot with Gene Raymond. The demure Little Gaynor never goes to late spots. . . . Irene Castle McLaughlin writes to Warner's designer, Orry Kelly, denying those published reports that she belittled Hollywood's fashions. . . . Spencer Tracy is still in the hospital. . . . Newest tennis feud in the film colony is between Nelson Eddy and Gene Raymond, who, if you start checking, are about the only two blonde leading men in the business. . . . And Heeln Morgan, poor gal, is so worried for fear her mother won't give proper care to the 20 tanks of tropical fish she left in her New York apartment.

Did You Know—That Ramon Novarro still cherishes a ragged dressing gown that he bought in Europe while filming "Ben Hur"?

Some people are like carrots. Everybody says they are good, but few folks like them.

A national event that is noticeable: General Johnson no longer has to ask for public criticism of the NRA.

Somebody recalls that for 1,300 years Persia and China did not maintain diplomatic relations, and incidentally had no wars.

Secretary Ickes has ordered that all legal advertising from the department of interior be inserted only in Democratic newspapers. We judge he is depending on word of mouth to get the news around in the Republican neighborhoods.

The explanation of Mrs. Roosevelt's superior speed and endurance while "doing" the Chicago fair may lie in the fact that her social position is secure, and she can afford to appear in comfortable footwear.

Alvo News

John Elliott of the Alvo Hardware and Implement company, was a visitor in Lincoln on last Wednesday, looking after business for the firm.

Mrs. Minnie Peterson and daughter, Dorothy, were over to Seward last Tuesday, where they were looking after some business matters for the day.

Among those who attended the funeral of the late Edward Carr were Billie Warner, S. C. Boyles, Charles Godbey, L. D. Mullen and a number of others.

Roy Coatman was over to Greenwood one day last week to look after his political fences and his daughter, Jean, accompanied him to see that the work was done properly.

John Lutz, of Plattsmouth, was a visitor in Alvo last Wednesday, accompanying his friend, Bernard G. Wurl, who is a candidate for county clerk on the democratic ticket.

E. L. Nelson and daughter were over to Lincoln last Wednesday, at which place Mr. Nelson was purchasing goods for the store and where the daughter was visiting friends for a short time.

Mr. and Mrs. Turner McKinnon departed last week for St. Paul, Minn., where they have a son and daughter and where they will visit for some time, perhaps remaining for the rest of the summer.

A large crowd was in attendance at the band concert which was staged from the band stand last Wednesday and all were pleased with the very fine music which was provided by the Alvo civic band which is composed of a large number of very fine musicians.

Roy Stewart was over to Prairie Home on last Wednesday, where he was making some repairs on a pump and also cleaning out a well for a farmer. The water question is assuming a grave phase just now, with many wells drying up on account of the long drought.

Mrs. Simon Rehmeier and the boys, Fred and Frank, and Mrs. Sterling Coatman and her sons were over to the Lincoln Shrine club on East O street last Wednesday afternoon, enjoying a dip in the waters of the swimming pool there. They drove over in their car.

Mrs. Rose Scott, who has been visiting in Alvo at the home of her sister, Mrs. R. M. Coatman, was taken to Lincoln by Mr. and Mrs. Coatman, where she will visit for some time with relatives and friends. They were accompanied by Shirley and Jean Coatman on their trip.

There seems to be a fad for quilting just now, with many preparing for the cold weather of the coming winter. There seems to be a quilt on the frames in most every home in town or one just recently completed. Well, that is a good way to prepare for the colder days that we all know will come a few months hence.

Charles Roelofs was shelling and delivering corn to the Rehmeier elevator on last Wednesday and on the same day corn advanced some four cents per bushel and wheat five. All grain prices are going up, which will be good news for the farmers and everyone residing in this middle west, as the farmer's prosperity is quickly passed along to the rest of us.

Last Thursday, after he had returned from delivering the mail on his route running out of Alvo, A. B. Strome, the genial carrier, and his wife departed for Kearney, where they will visit for some time and where their daughter had been a guest at the home of their friends, Mr. and Mrs. Richardson, formerly of Alvo. They expect to enjoy a nice vacation there. During their absence, the carrying of the mail will be looked after by R. M. Coatman, substitute carrier.

Became Overheated—Charles F. Rosenow, who has for many years took the brunt of hard work on the Rock Island section here, was overcome by the excessive heat last Tuesday and compelled to cease working and be brought home. The following day he was feeling some better, but still feeling the effects of the heat stroke.

Many Candidates Visit Alvo—Last week Alvo was visited by a large number of candidates for the various offices to be voted upon at the forthcoming primary election August 14th. All of them came with friendly smiles and fair explanations of their attitude on questions of public expediency. It is well to have these get-acquainted periods when the voters may meet and size up the candidates before going to the polls to cast their ballots.

Among those who were here during the past week, and the offices they seek, were: Homer Sylvester, sheriff; Miss Alpha Peterson, county superintendent of schools; Bernard

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Costs You Only \$4.50

Can You Afford to Take a Chance

Call or See Duxbury & Davis

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Wurl, county clerk; Otto Keck, county clerk; Miss Jessie Robertson, county superintendent; Joseph Brandt, register of deeds; J. R. Reeder, county superintendent; P. T. Johnson, county superintendent; E. H. Armstrong and Henry Backeneyer, both candidates for county commissioner on the republican ticket, who are opposed by Fred H. Gorder, incumbent, and R. M. Coatman, the home candidate for this office, who is well and favorably known here in Alvo. It may be we overlooked some others of the large army of candidates, and if so, we apologize. Alvo welcomes you, come again.

Announcement—Many of the people in this vicinity have urged me to file for the position of County Commissioner for the Third District of Cass county, believing that a man from this vicinity is needed to look after the interests of the western portion of the county.

I have accordingly filed and believe I am well qualified for the position, as I have been engaged in road conservation and other public work and know the needs of the county. I shall greatly appreciate the support and co-operation of those whose interests, like mine, are along the line of a careful and judicious expenditure of the tax dollars, at the polls on election day, and if nominated to make the race, I will press forward to the fall election day, grateful to all for their assistance.—Roy M. Coatman, Democratic Candidate for County Commissioner, Third District.

WHEAT IN ANOTHER JUMP—Chicago.—The wheat market was subjected to heavy pressure, but prices continued to advance, as much as 1 3-8 cents being added to the maximum 5 cents jump made Wednesday following government forecast of a sensationally low 1934 grain production in the United States. Foremost among the weights on the market was the reverse trend in corn. The 4 cents gain made by that grain was all but wiped out by a deluge of selling. Corn lost 1 3-4 to 2 cents, although at times the full 4 cent fall allowable was reached, putting September contracts as low as 53 cents a bushel.

Cash wheat offerings of record breaking proportions from harvest territories and the disappointing reaction of foreign markets to Wednesday's excited price bulge here served as bearish aspects. Some traders also took note of Canadian reports that the wheat crop in the prairie provinces was estimated to be approximately 45 percent of normal.

WOULD CUT TAXES, SALARY—St. Paul, Neb.—An organization of the taxpayers alliance with a platform calling for a drastic reduction in taxes and reduction of salaries of all elective offices has been formed here by a group of farmers. James Tuma of Cotesfield, was elected president; Joseph Tuma, Cotesfield, vice president; and Joseph Dvoracek of Farwell, secretary-treasurer. Grover Stapleton of Broken Bow was the organizer.

SACKETT IS SENT TO JAIL—Ottawa, Ill.—Joseph Sackett, 65, of Marcellus, returned by Sheriff Welter Sunday from Elwood, Neb., was held to the La Salle county grand jury under \$5,000 bond on a charge of attacking his daughter Jessie, 20. Sackett went to jail in default of the sum. He pleaded not guilty to the charge, but his daughter testified he had assaulted her with death if she told. A child was stillborn March 31st.

Justifiable Homicide!



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