

25 PerCent Discount Sale!



Going on at the Department Store of
M. FANGER!

Owing to the lateness of the Spring season, we find ourselves heavily loaded with all kinds of Spring Merchandise. Coats, Suits, Skirts and Spring Jackets—the popular Wooltex make, and everything in our Millinery Department will be included in this Great Reduction Sale. We will also make the same reduction on all our Wash Goods, Embroideries and Fine Hosiery.

\$1,500.00 Worth of Fine Ostrich Feathers

1-4 Off Means a \$3.00 Article for \$2.25

Is this worth your time and attention? 75 cents saved, and you get a strictly high-grade and seasonable article, when you buy here. Your choice from the swellest line in the city. This is your golden opportunity, one that you seldom find. No carried over stock. Everything bright and new, and just at the right time.

We have a small fortune invested in this department, and we must sell the goods; you need them and we need the money, and at the prices we are going to offer you they should change ownership almost immediately upon investigation. We want your patronage in this line, and want you to avail yourselves of this opportunity to buy good goods cheap. Don't fail to call and see us during this Great Reduction Sale.

M. FANGER,

The Department Store Man,

Plattsmouth, Nebraska

For Alfalfa Night.

One of the best meetings yet held by the Commercial Club is promised for the next regular meeting which takes place on Tuesday night, May 18. An especial effort is to be made at this meeting to interest the farmers from this vicinity in the meetings of the club. To this end the meeting will be largely an "Alfalfa gathering and that stock food will be the principal article for discussion. In addition there will be other important subjects taken up but this is to be made the leader and the possibilities for its development will be considered very carefully. There is no more fruitful field for the cultivation of this plant than lies around this city and in this immediate vicinity and the meeting will give every possible consideration to methods of utilizing it.

Secretary Wescott, of the Club, has received from Prof Davison of the state university at Lincoln, an acceptance of the club's invitation to address it at this meeting on "Alfalfa" and no better speaker on the subject could have been chosen. Prof. Davison is the head of the agricultural department of the University and is recognized authority upon plant life. He comes expressly to speak to the farmers of Eastern Cass County and to show them what they can do by putting some of their land into alfalfa. In addition the discussion of an alfalfa meal plant will be had and the men of the town will be shown wherein it would pay them to erect such a plant. The meeting cannot fail to be of great interest and everyone should attend.

One feature which will add to the local interest will be the first appearance of the young man's band which will play for the club. This band has been practicing regularly during the past winter under the direction and leadership of W. C. Hamilton a man especially well fitted to take charge of them and develop their talents in the music line. The band is composed of young men of more than ordinary ability and they deserve to be commended for the assiduous practice they have put in and encouraged to continue to develop their musical training. This band will play on Tuesday night, May 18, at the big "Alfalfa" meeting.

Secretary Wescott expects in addition to the notice which is here given of the club meeting, to issue a

number of post cards and invitations to various members of the club and the farmers of the adjacent country. But it is manifestly impossible to reach all in this method and this is to be considered an invitation to you to come and hear where you can help yourself and help Plattsmouth. Don't hesitate if you don't receive a written invitation but come anyway for it means money to you. The date ought to be jotted down for future reference, Tuesday night, May 18. The meeting place Coates Hall.

More Changeable Weather.

April weather yesterday developed more freaks and gave this section an exhibition of showers with shall hailstones sprinkled in. A high wind also blew during the evening and in the night a very high gale swept down on the city from the northwest. It is reported that a number of small outbuildings were overturned and that loose articles were blown about. The wind in this immediate vicinity reached a velocity at times of about sixty miles an hour—regular tornado speed. West of the city the wind during the early part of the evening was very severe and considerable hail fell. It is not believed that the local fruit crop was damaged while the gardens were not far enough advanced to suffer. The wind was general in the night all over the eastern part of the state and it is reported that several towns in the north and northeastern portions of the state were severely damaged by the wind. The storm of the early evening developed into a small cyclone north of here and tore through Sarpy county destroying small out-houses and fences and overturning houses and fences and overturning telegraph and telephone poles. At Bellevue the wind blew down the smoke stack on the furnace room of the college and hurled it into one of the rooms of the girls' dormitory. No one was injured, however, and the damage was nominal. It served to give the natives a bad scare though. At Omaha a terrific hail storm took place in the early evening and the loss to hothouses is said to run well into thousands of dollars. Electric signs were also damaged to some extent. The midnight storm did damage to signs, awnings and the like in Lincoln and Omaha, the total amount of which will reach pretty high into the hundreds of dollars.

Great is Advertising.

This talk on advertising by the Wichita (Kas.) Eagle will prove good reading matter for the merchants of your town.

In no other country of the world can so many people able to read and write, be found as in these United States of America. In no other country of the world can so many people, capable of forming correct judgment of men and things, be found as in these United States of America. In no other country of the world can so many people, earnestly endeavoring to advance themselves morally, intellectually and financially, be found as in these United States of America.

What brought this condition? The public schools? Yes in art. But even more the newspapers and magazines, of which 23,000 are published in this country.

What makes the issues of these publications possible? Advertising. Without advertising the great majority of newspapers and magazines would go out of business entirely; the remainder would be forced to eliminate their most expensive and, there, most valuable features. Some one has said that the advertiser has endowed literature and art in America. Whosoever said it spoke wisely, for the statement is true. The debt owed by America to the advertiser is a great one.

There are some points of interest about the United States of America, also about advertising. In no other country of the world can an article of general worth be brought into universal use so rapidly as in the United States of America. In no other country is it possible for the purchaser so easily to select the best and most suitable of articles which he is to purchase as here. What makes this possible? The answer is advertising.

When speaking of the country's great products they used to say that cotton was king. Latterly corn wore the crown.

Some day some wise man with a strong and healthy imagination will compute the amount spent in these 23,000 newspapers and periodicals, in bill boards, street cars, barn painting, novelties catalogues exhibitions of all kinds and his figures will astonish the world.

Great is advertising!

WANTED—A stripper at Budig's cigar factory.

Charming Wedding.

This noon occurred a very pleasant home wedding at the cosy home of Prof. J. W. Gamble and wife, the contracting parties being Mr. Herman L. Thomas of Fort Crook, and Miss Vesta D. Eaton of this city. The ceremony was performed at high noon by Rev. J. T. Baird and was beautiful and impressive. The only attendants at the wedding were the immediate relatives of the contracting parties.

The groom is quite well known in Cass County, being a son of Dr. M. L. Thomas formerly of Union, and a young man of most exemplary habits and unimpeachable character. He has been a lifelong companion of the young lady who becomes his bride, they having both gone to school together under Prof. Gamble and having for ten years been close friends. At present Mr. Thomas is employed by the Missouri Pacific Railway as operator at Fort Crook and has excellent prospects of advancement.

The bride is the handsome and accomplished daughter of Mrs. J. W. Gamble, a young lady with a great number of friends and one very justly popular with all. Her many friends unite in wishing this charming young lady a long and very happy married life. The happy couple will make their future home at Fort Crook.

The newly wedded couple departed this afternoon for Bartlett, Ia., where they will visit for some days with the groom's parents, remaining there until about June first after which time they will be at home to their friends at Ft. Crook, Neb.

Strode is Deputy.

Judge J. B. Strode, one of the best known members of the Lancaster county bar, has been appointed by County Attorney Tyrell to fill the vacancy made by the resignation of the deputy county attorney, Charles E. Mason. The place was offered to Judge Strode as soon as Mr. Mason tendered his resignation, but he did not accept until Tuesday afternoon. Judge Strode is a former congressman and one of the oldest practitioners in the city.—Lincoln Department Omaha Bee.

John Albert the prominent citizen of Eight Mile Grove precinct, came down this morning on the Schuyler train and spent the day looking after matters in the city.

Phone Company May Build.

Thos. H. Pollock of Plattsmouth came over Monday driving one of the company's fine Buick cars. When we questioned him regarding painting the poles of the telephone he said they were contemplating improvements here in the near future. They had some time ago an engineer here from Kansas City who was in the town for a week making a map of the residents served and estimating and planning for the putting in of cables. The work of this man included Havelock, Plattsmouth and Weeping Water and the company is now in possession of plans of all these places. They are putting in several thousand feet of cable at Plattsmouth. At Weeping Water they expect to build a suitable building and the plans they have will be carried out when arrangements here have been made as to location.—Weeping Water Republican.

August Mumm is visiting this afternoon in Omaha being a passenger on the mail train for that city.

Came over in Auto.

J. A. Bauer and daughter Miss Mabel, and Warren Richards, from Wabash, were in the city today, looking after some business matters. Mr. Richards took the Burlington train for Omaha to spend the day, returning to the city to night, to take up their auto journey for home. Mr. Bauer, who is one of the Journal's valued friends paid us a short visit this afternoon.

Miles Standish, the well known farmer from near Murray, was in the city today looking after business. In a conversation with a Journal representative he expressed the belief that it would be found that fruit was more seriously injured than generally believed by the cold snap and that the crop would be shorter than expected. Mr. Standish who is one of the county's good farmers is much put out over the continued cold and inclement spring and hopes for an early break in it. He drove home this evening.

WALL PAPER

All that's new and Up-to-date

FOR SPRING

Make your selections now while the line is complete

Gering & Co. Druggists