

Buy Your GIFTS This Week!

And here is a list of just a few of the things you can get of our store:

Aprons!

Every conceivable style in dainty Aprons. Also a good stock of everyday Aprons.

Handkerchiefs!

Every variety you can think of. Linen Initial Handkerchiefs for men and women, as well as a complete assortment of all other kinds.

BATHROBES!

Bathrobes for Men and Women. This week we are making a specialty of bathrobes for Men and Women in a large variety of patterns for... **\$4**

KIMONOS!

This being an extremely practical age, what gift can be more practical than a nice Kimono? We carry a large stock. Prices from \$1.25 to... **\$5**

Neckwear!

We have just received a new supply of pretty things in Neckwear—you should come early in order to have first choice.

Hosiery!

There's nothing more acceptable as a gift than a nice pair of Hosiery. We have excellent numbers in silk for men and women, as well as lovely qualities in Silk Lisle.

H. M. SOENNICHSEN,

Phone 53 or 54

THE DAYLIGHT STORE

"PEG O' MY HEART" NEXT ATTRACTION FOR THE PARMELE

Great Show With Marvelous Success in All the Large Cities of the United States.

"Peg 'O My Heart," Oliver Morosco's marvelous success, which recently concluded a two-years' engagement at the Cort theater, New York, will be the attraction at the Parmele theater on Wednesday night, December 16, with Marion Dentler in the title role. The company presenting the play en tour are displaying the "standing room only" sign at every performance, and frequently the theater-goers of a town will petition Mr. Morosco for a return date in order that they may see it again and that others, who failed to take advantage of the first opportunity, may have the pleasure of attending.

In this play Mr. Manners has written the first Anglo-American drama which does ample justice to all people concerned. His chief character, Peg, is an Irish-American girl—stubbornly American patriotically, yet lovingly and wittily Irish in her nature. Her English relatives are not caricatures, but are genuine Britons, such as are seldom found behind footlights on this side of the Atlantic.

Peg's part is that of the daughter of a cast-off English mother, whose relatives, through the terms of a

A RUSE TO SECURE LIST OF PEOPLE FOR MAIL ORDER HOUSE

E. G. Dovey & Son of This City Pursue the Proper Course to Head Off Mail Order Houses.

Catalogue and other mail order concerns use every possible means of getting correct mailing lists of prospective customers, and the one most frequently used is the request for information as to the financial standing of various people in your trade territory.

Some of our merchants are not so easily caught, however, as you will note by the following correspondence. The letterhead of the "Mutual Information Bureau" is copied in full:

St. Louis, Mo., Nov. 23, 1914.
Mr. George Dovey, Plattsmouth, Neb.
Dear Sir:—Will you please give us in strict confidence, information as to the responsibility of Mr. Albert Stokes, 7th and Gold Sts., Plattsmouth, Neb.?

Does he meet his obligations as far as you know?
Has he a good position and does he work steady?

Kindly give us any information you can, and rest assured whatever you tell us will be treated strictly confidential. We will reciprocate at some time in the future.

We ask you, as a special favor, to let us hear from you at once, whether favorable or unfavorable, as we have important correspondence on hand which it is necessary that we answer immediately.

Thanking you in advance for your kindness, we beg to remain,
Yours respectfully,
Mutual Information Bureau.

Plattsmouth, Neb., Nov. 26, 1914.
J. Frank Barr, Sec'y., Omaha.

Dear Sir:—This is the sixth letter of this sort we have received during the month, making inquiries of the standing of different people.

We answered none of them. This is probably a method for getting a mailing list for some of the mail order concerns.

We think all retailers should be warned against answering these letters. Yours truly,
E. G. DOVEY & SON,
By George Dovey.

Our reply is as follows:
Omaha, Neb., Nov. 27, 1914.

E. G. Dovey & Son, Plattsmouth, Neb.
Gentlemen:—You size up the situation exactly with reference to the plan of the "Mutual Information Bureau," from which fictitious organization you enclose a copy of their letter.

If every retailer in the country would be equally posted as you are the catalogue houses and other firms doing a mail order business would not get the good mailing lists that they have at the present time. One mail order house that I know gets its mailing lists under five or six different fictitious names, and no doubt if you went to the expense of tracing down who the "Mutual Information Bureau" is you would find that they are a well organized catalogue house, desiring to get the financial standing as well as other information on prospective customers.

Should you get any more communications of this kind, you will do yourself and the other retailers justice by consigning the same to the waste basket without paying any attention whatever to the request. In the next issue of the Bulletin, and through Trade Exhibit, I anticipate giving a good deal of publicity to this subject and warn all the retailers, as far as possible, to steer clear of giving information of this kind. Yours very truly,
J. FRANK BARR, Secretary.
—Omaha Trade Exhibit.

To Business Men.

I wish to notify all business men selling Triner's American Elixir of Bitter Wine and Angelen Bitter Tonic that proprietary medicines are not subject to any war tax.

Joseph Triner,
1331-1339 S. Ashland Ave.,
Chicago, Ill.
11-30-wit

Christmas Boxes.

Our new Dennison line of Christmas Boxes have arrived, and in this line you will find the handsomest assortment of containers for your gifts to your friends and relatives. These boxes are made for all kinds of presents, from the smallest article up to as large as you may desire. Call and see this line if you are looking for handsome boxes; they will surely please you. The Journal Stationery Department.

W. R. C. Notice!
The Woman's Relief Corps will hold their regular meeting in their rooms in the court house Saturday afternoon at 2:30. All members are urged to be present, as the annual election of officers will be held at this time.

P. E. O. Notice!
Chapter F, P. E. O., will meet with Mrs. J. M. Roberts Friday afternoon, December 11th, at 2:30.

Alvo Notes

Sam Cashner had business in Lincoln Monday.
Mrs. C. M. Jordan was trading in Lincoln Monday.

Harley Wolfe had business in Lincoln Wednesday.
Mrs. W. E. Casey was trading in Lincoln Saturday.

J. S. Dimmitt, mother and son was in Lincoln Monday.

Elmer Klyver was doing business in Lincoln Monday.

Mrs. S. C. Boyles was a Lincoln visitor Wednesday.

Wm. Timolin was in Lincoln Saturday and Sunday.

Ray Bennett was in Lincoln Tuesday and Wednesday.

F. A. Passell returned to his home in Lincoln Wednesday.

Henry Clapp, Jr., and Dan Schaefer were in Omaha Monday.

S. B. and Chas. Appelman were in the capital city Wednesday.

Mr. and Mrs. Chris Eichman were trading in Lincoln Tuesday.

Mr. and Mrs. Ed Casey were in Lincoln Saturday and Sunday.

Leander Friend went to Lincoln Wednesday to have his eye treated.

Mr. and Mrs. Rudy Keuhn were in Lincoln Monday, having Mrs. Keuhn's arm dressed.

Mr. and Mrs. George Towle visited with Mr. and Mrs. John Murley Saturday and Sunday.

Dr. Muir reports the birth of a son December 9, 1914, at the home of Mr. and Mrs. John Sutton.

Porter Appelman of Atlantic, Ill., was visiting his brothers, S. B. and Harry Appelman, Saturday and Sunday.

Born—To Mr. and Mrs. Earl Bennett, a son, on Friday night, December 4. Mother and boy doing nicely. You want to take your hat off to talk to Earl and hear him say "Papa."

Mrs. J. A. Shaffer received the sad news Sunday evening that her brother Victor H. Ough had drowned at 3 o'clock that afternoon while skating on a lake at Marsland, Neb. The body was recovered after five hours and brought to Lincoln Monday night to await the arrival of his father, Henry S. Ough, from Pixley, Cal., who is expected by Thursday of this week. An obituary will appear next week.

Obituary.
Samuel Otto Rosenow, son of Mr. and Mrs. Franz Rosenow, was born in Cass county, Nebraska, October 31, 1886, and died November 27, 1914, by accidental drowning in a creek on a neighbor's farm. He was raised in a Christian home and on December 30, 1900, he joined the German Evangelical church at Elmwood, Neb., during the ministry of Rev. Mr. Weigert. He was an honest and industrious young man, who practiced economy and had bought a farm near Alvo making part payment. He had not been well for several months, though still able to be about and do a normal amount of work. His sudden death was a great shock to his relatives and friends. He is survived by his aged parents and nine brothers, who have the sympathy of the entire community.

The funeral services were held at the home at 2 o'clock in the afternoon Sunday, November 29, 1914, conducted by Rev. C. Jannen, pastor of the German Evangelical church at Elmwood. The remains were laid to rest in the beautiful Elmwood cemetery.

Card of Thanks.

To the kind neighbors and friends who came to our assistance in the sad hours of our deepest affliction, whose kind words of consolation and floral offerings did so much to lighten our burden of sorrow, we return our most heartfelt thanks.

Mr. and Mrs. Franz Rosenow,
William Rosenow,
Charles Rosenow,
Herman Rosenow,
Ferdinand Rosenow,
Frank Rosenow,
August Rosenow,
Edward Rosenow,
Daniel Rosenow,
Emil Rosenow.

For Sale.
300-acre irrigated farm in western Nebraska, all good, first-bottom land, fenced and well improved, 120 acres in alfalfa, 90 acres in wild hay, an inexhaustible supply of water—no water rent to pay—price \$75.00 per acre, on agreeable terms. Apply at this office.

G. A. R. Notice!

The G. A. R. will hold their regular meeting Saturday evening at their rooms in the court house. The annual election of officers will be held at this time and a full attendance is desired.

1915 Calendar Pads at the Journal office.

FUNERAL OF FRANK ARCHER WEDNESDAY AFTERNOON

Many Friends From Out of Town Were Here to Attend the Last Sad Rites.

The funeral of the late Frank Archer was held yesterday afternoon at 1 o'clock from the home of the mother, Mrs. Sarah Archer, on Locust street, and was largely attended by old friends and neighbors, as well as a large number of relatives and friends from Council Bluffs, where the deceased had made his home for the past eighteen years, and who came to pay their last tributes of love and esteem on the bier of their departed friend. The services were conducted by Rev. F. M. Drullner of the First Methodist church and were simple and impressive, as the minister in his remarks gave much comfort to the sor-

rowing family and friends. During the service three of the favorite songs of the departed were sang very sweetly by Mrs. C. S. Johnson and Miss Ellen Windham, which came as balm upon the aching hearts of the family and friends, and with their helpfulness served to lessen the sting of parting. There were a large number of floral remembrances, both from this city and Council Bluffs, that silently attested the high esteem in which Mr. Archer had been held by all who knew him and the keen feeling of grief at his being taken from them. At the close of the service the body was tenderly borne by six of the old friends to its last earthly resting place, where it was consigned to sleep in the earth among the scenes where the departed had been reared to manhood and had lived for so many years. The widow and two daughters, as well as the stepchildren and their families, of Council Bluffs, were present at the funeral services of their beloved husband and father. Mr. Archer was a gentleman who was very highly esteemed here in Plattsmouth, where he had resided for many years, and his death caused a most profound sense of grief to the entire community, and to the stricken family the deepest sympathy goes out in their hour of grief.

5% DISCOUNT 5%

On all "Structo" Orders

Placed Before December 15

WARGA & SCHULDICE,

Phone 400

Heating, Plumbing and Wiring

M. W. A. ENJOY ENTHUSIASTIC MEETING AND ELECT NEW OFFICERS LAST NIGHT

The members of Cass Camp No. 332 last evening met in their lodge room in the Woodman building to take up the work of the electing of officers for the ensuing year, and the gentlemen who have so faithfully discharged their duties in the past year were re-elected to their respective offices and will continue to carry out the guiding policy of the order during the next year. The officers elected were:

Consul—Frank J. Libershal.
Worthy Advisor—J. E. Schutz.
Banker—William Hassler.
Clerk—H. F. Goss.
Escort—H. M. Wilcox.
Watchman—A. F. Braun.
Sentry—A. J. Skoda.
Physicians—Dr. J. S. Livingston, Dr. E. D. Cummins.

After the transaction of the business of the session the members enjoyed a most delightful smoker and had the pleasure of hearing a very interesting address from Judge Allen J. Beeson on "Woodcraft" that brought home to the members the lessons taught by this splendid order. The meeting was quite enthusiastic over the outlook for the future of the order and every member present departed for their homes feeling glad that they were members of this great fraternal order and voting to boost the work on No. 332 during the ensuing year and adding to its membership, as well as the good work of the order.

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will, have had to take her into their home for the purpose of educating her and polishing her. She is hardly welcome there, yet the fact that she has inherited a portion of the estates make it necessary for them to endure her presence. Peg, however, is not a nonentity by any means. She has her own ideas of things and she does not care a hang for conventionalists such as are found in English homes. Her own friend is Jerry, a happy-go-lucky fellow whom she meets and in whom she confides all her troubles. In the end Peg makes a change in that home in a way that is delightful.

"Peg" is a wonderful success, such as the American stage has not seen before in years and which may not be duplicated for many years to come. The Marion Dentler company gives charming presentation of this little comedy, and those who see it will never forget it. It is like a breath from a rose-scented garden.

REAL ESTATE TRANSFERS.
Soren Anderson to M. E. Bone, lots 1 and 2, block 35, South Park addition, cit. y Consideration \$ 1.00
J. C. Clymer to E. E. Clymer, part SW quarter, SE quarter 20-12-9. Consideration 55.00
Victor Olson to Richard Loberg, lots 768 and 769, Louisvilles.

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Jeweler J. W. CRABILL, Watchmaker

We've made extra preparations for your Holiday needs. Our stock is complete and right up to the minute. We furnish you Goods of Quality at Reasonable Prices.

LaValleries, Parisian, Ivory and
Diamond Rings, Silver Toilet Sets,
Sterling Silver, Umbrellas,
Chains and Fobs, Fountain Pens,
Cuff Links and Stick Hallow Ware,
Watches, [Pins, Cut Glass,
Hand Painted China, Clocks, &c., &c.

VICTROLAS!

Will you have a Victrola in your home this Christmas? We have them in stock at

\$15.00, \$25.00, \$50.00, \$75.00, \$100.00 and \$150.00

Call and See Them!