

You will be interested

— TO KNOW THAT WE HAVE GENUINE —

- Nehawka Sweet Cidar! -

Have just received a shipment of the genuine

Guernsey Cooking Ware,

which consists of Casseroles, Bean Pots, Baking Dishes, Etc.

Prices range from 10 to 35c

An extraordinarily good value while they last!

A few suggestions—

**Pumpkins, Squash,
Peas, Quince, Apples!**

— DON'T FORGET THIS IS COFFEE WEEK! —

We roast our own Coffees—25, 30 and 35c per pound.

A good cup of coffee is always appreciated.

H. M. SOENNICHSEN,

Call Phone 53 and 54.

The Daylight Store.

GETTING THE RIGHT VIEW POINT OF MANY THINGS

Some Very Good Suggestions to Retailers That It Would Be Well to Take Notice Of.

If you can get the farmers of your community and all other people who are inclined to give their patronage to someone else beside their local merchant, to see things that have to do with prosperity in general and the business of distribution in particular, from your viewpoint, your fight is half won and you might as well order more goods, says the Trade Exhibit.

If all the people of your community looked at things from your viewpoint there would be mighty little mail order buying, no talk of co-operative stores on the part of the farmer, very little going to larger places to buy.

If all the retailers of this trade territory had the viewpoint of the Omaha wholesalers and jobbers and manufacturers there would be very little talk of co-operative jobbing houses, of syndicate or co-operative buying or other plans that lead away from the patronage of the jobber.

If all retailers of this trade territory had the wholesalers' viewpoint there would be very little business going to distant markets. Then retailers would strive to build up, by their patronage, as large a market as possible close at home.

If the nations of Europe had the same viewpoint there would be no war for the time has gone by when a whole nation, that is, all the people of any nation, will deliberately endorse an aggressive policy of oppression and tyranny. The people of Europe are fighting because they believe they are right and the other fellows wrong.

People send their orders to the big Chicago houses because they believe

they are right and you are wrong, in some feature of your merchandising.

Retailers are induced to buy stock in some co-operative jobbing house, to form buying syndicates, etc., because they believe they are right and the regular jobbers are wrong in some particular.

Farmers insist in some cases on buying elsewhere and on another plan than from the local retail merchant because they believe the retailer is wrong in his prices, his merchandise, or his terms.

Your store may lose the business of some people because you fail to get their viewpoint. You can't suit everyone, of course, but it is well to know when a loss of custom is due to honest differences of opinions or just because of misunderstanding.

Failure to get the other fellow's viewpoint has caused most of the trouble in this world. Of course, there is actual deliberate crime committed every day; there are people who, even though they had your viewpoint, would still continue to be unjust and unfair. But that does not apply to the majority.

For the retail merchant there is little else so important as to get the viewpoint of the consumer on one hand and the wholesaler and manufacturer on the other hand, because in getting that, the retailer is in the very best position to have the other fellow get his viewpoint, and then— we have faith enough in human justice and the fairness of the great majority to believe that everything would be lovely and the world spin so merrily that the millenium would be hastened materially.

Notice!

The Woman's Auxiliary of St. Luke's church will send their annual barrel of clothings to the south next week. Anyone wishing to contribute any clothing for this barrel please send them to the home of Mrs. R. R. Livingston on or before Tuesday, October 19th. 10-14-4t

See the kinds of fancy stationery, the latest up-to-date, and sure to please, at the Journal office.

T. H. POLLOCK,
Real Estate, Insurance, Loans

1916 Buick Sixes
\$950.00, \$985.00, \$1,485.00

Office and Salesroom—Riley Block, 6th St., Plattsouth, Neb.
TELEPHONE NO. 1

J. M. PALMER'S FINE NEW RESIDENCE AT NEHAWKA

The new residence of J. M. Palmer in the northwest part of town is almost completed and is one of the finest and most complete buildings in Cass county.

The carpenter contractors are Peters & Richards of Plattsouth, who have left nothing undone to make this one of the very best in the surrounding country. The workmanship throughout is of the finest quality and everything is up-to-date. Plattsouth can boast of some of the best workmen along this line to be found, as is here demonstrated.

The first floor is finished in quarter-sawn oak, which consists of a living room, library, dining room, kitchen, bedroom, sewing room and bath room. On the second floor is the sleeping porch, bath and three bedrooms. The walls are beautifully decorated in flower colors in the latest effects in this line of work.

The woodwork inside is all finished in the latest effects of craftwork art, giving one of the most beautiful effects that can be produced in the line of finishing and decorating left in dull finish.

The decorating was done by N. K. Peoples and his men of Plattsouth. This work certainly speaks for itself as high-class in every respect, and these men are certainly artists in this kind of work.

The exterior of the building is painted Body Centennial brown with old ivory trimmed black sash.

The basement is equipped with everything necessary to make the building most complete, and the house being heated by steam.

The plumbing was done by Auburn plumbers and the tin work by Wargis & Schuldie of Plattsouth.

Mr. and Mrs. Palmer can well be proud of such a fine home and anyone contemplating on building can get some fine ideas from this complete home in Nehawka.—Nehawka News.

HALF BILLION LOAN CONTRACT CLOSED WITH SIGNATURES

New York, Oct. 17.—The contract covering the flotation of the \$500,000,000 Anglo-French credit loan was signed late yesterday. Lord Reading, chairman of the Anglo-French commission, signed the document on behalf of Great Britain; Octave Homberg and Ernest Mallet, the French commissioners, signed for France, and J. P. Morgan signed on behalf of the American syndicate of bankers.

Read the want ads in the Journal.

THE SEASON OF GOOD CHEER IS HERE NOW

The Journal's Supply of Hallowe'en Goods Will Help You Out in Celebrating.

October, the last of the autumn months, sees the beginning of the season of good cheer that prevails during the early winter months, and is really one of the most delightful in the whole year, as it is the crowning glory of the harvests and the bounteous yield of the crops makes everyone appreciate to the keenest the spirit of thankfulness for their good luck during the past year. October, too, has its festive days and Hallowe'en, which comes down to us from the bygone years, is surely the time of many happy gatherings of young people and under the bewitching spell of the Hallowe'en season there is always fun of all kinds in store at these social gatherings. The somewhat mystic character of the observance of Hallowe'en has caused the adoption of the witches' caps, black caps and the alluring Jack-o-Lanterns as a part of every Hallowe'en celebration, and they are not really complete without the use of these emblems of the witching spirit that is supposed to prevail over this occasion.

The demand for the lines of articles suitable for use in Hallowe'en parties has been such that the Journal has installed a line that is complete in every detail and embraces anything that could possibly be desired as an appropriate touch for the Hallowe'en season. Witches' caps in the colors of orange and black, which would cause delight to any old witch can be found at this office, as well as a large assortment of black cats in paper and cardboard that are used most effectively in decorating. Jack-o-Lanterns in all sizes are also on hand, as well as a large line of ornamental crepe paper in the designs of Hallowe'en, which is one of the most effective decorative schemes that can be used in making arrangements for a Hallowe'en party. Tally cards in appropriate designs, place cards made especially for such an occasion as Hallowe'en and dozens of attractive novelties for this season can be found at the Journal office, and those who are looking for appropriate decorations for their social gatherings in the next two weeks would do well to call here first and examine the lines of novelties, which is the most complete that has ever been carried in the city. Come in and look them over.

THE CLEAN-UP CAMPAIGN IN PLATTSOUTH IS NOW ON

The "Keep Clean" campaign in this city has been aided by the waste paper box that has been installed on Main street through the efforts of Chief Barclay to try out and see how the general public enters into the efforts to keep the city clean. This box has done good service and the public seems to take kindly to the idea of throwing the waste paper in it instead of on the sidewalk and street as it has heretofore been the habit of doing. The boxes will probably be installed on the different corners if they prove a success. In conjunction with the other "clean up" plans the owners of property along the alleyways are being urged to get busy and keep the back part of their premises in good shape and see that debris and waste matter which accumulates is hauled away to some spot where it will not be an eyesore. The general "clean up" proposition is a good one and should receive the support of every citizen of Plattsouth, and all should do their part in the good work.

Sunday With Home Folks.

J. L. Stamp came down from Omaha last Saturday evening to spend Sunday at the home of Mrs. Stamp's parents, Mr. and Mrs. Taylor, north of Plattsouth. Mrs. Stamp has been at the home of her parents for the past week, since their return from a trip to the coast, where they attended the fair.

Notice!

There will be a special meeting of the fire department Tuesday night, October 19, at 8 o'clock. All members are requested to be present.
G. H. Closson, Secretary.

CASTORIA

For Infants and Children
In Use For Over 30 Years
Always bears the Signature of *Chas. H. Fletcher*

No Coupon Pictures.

There will be no coupon picture show given at the Crystal Star theater tonight, on account of the great Trick Roller Skaters, the Macks, being there this evening. All coupons must be held until the next night. Don't fail to see this entertainment tonight; it will be a rare treat. Admission, 10c.

DELIGHTFUL SOCIAL GATHERING AT THE HENRY MILLER HOME

On Friday evening last Misses Marie Davis and Pearl Dugay were the hostesses at a most delightful social gathering held at the Henry Miller home, and to enjoy the occasion some twelve of the young lady friends were invited in to take part. The jolly party, after assembling at the Miller home, proceeded down town and all attended the "Jitney" show, and after spending a time in the enjoyment of the movies returned to the Miller home, where they proceeded with the pleasures of the evening. Assembling in a darkened room the party proceeded to recount the most fearsome ghost stories that produced the desired thrill and furnished the company with a most pleasant treat. At a suitable hour a dainty and delicious luncheon was served that added to the pleasures of the evening and was thoroughly enjoyed by the young ladies before they departed for their respective homes. The decorations were autumn leaves and carnations, and for the centerpiece of the dining table a large bouquet of carnations made a very handsome addition to the decorative scheme. Those who were in attendance were: Misses Doris Vallery, Rose Mae Creamer, Florence Egenberger, Vera Propst, Edith Ramge, Adele Fitzpatrick, Elizabeth Hall, Anna Hiber, Vera Hatchett, Marie Davis, Pearl Dugay and Sophia Wesch.

Social Dance.

The Murray Dancing Club will give another one of those very pleasant social dances at the Puls & Gansemer hall in Murray, on Saturday evening, October 23. The usual good time is in store for you. Music by the Holly Orchestra, of Plattsouth.

Everyone reads the want ads.

Deafness Cannot Be Cured

by local applications, as they cannot reach the diseased portion of the ear. There is only one way to cure deafness, and that is by constitutional remedies. Deafness is caused by an inflamed condition of the mucous lining of the Eustachian Tube. When this tube is inflamed you have a rumbling sound or imperfect hearing, and when it is entirely closed deafness is the result, and unless the inflammation can be taken out and this tube restored to its normal condition, hearing will be destroyed forever; nine cases out of ten are caused by Catarrh, which is nothing but an inflamed condition of the mucous surfaces. We will give One Hundred Dollars for any case of Deafness (caused by catarrh) that cannot be cured by Hall's Catarrh Cure. Send for circulars, free.
F. J. CHENEY & CO., Toledo, O.
Sold by Druggists, 75c.
Take Hall's Family Pills for constipation.

Bucks Stoves AND Ranges!

We are very fortunate in securing the agency for this famous line of heaters and cast ranges.

Their line of stoves are known the world over and hardly need any mention as to quality and material as is used in their building of these excellent stoves. Our line is now complete.

Be sure and see the BUCKS HOTBLAST that holds fire nearly equal to a base burner.

Bestor & Swatek

Telephone 151 South Sixth St.

K. & L. of Security, Notice!

The Knights and Ladies of Security meet Tuesday evening. Installation of officers, refreshments and a social time.

R. B. Windham, President.
A. O. Moore, Secretary.

Read the want ads in the Journal.

The Journal office has some paper cups of various sizes, just the thing for your nut and candy favors at your luncheon. We also have some that are larger for your ices. Come in and see them when in need of anything in that line.

A want ad in the Journal will bring results.

ParmeLe Theatre!

"WHERE EVERYBODY GOES."

FRIDAY, OCTOBER 22.

Big Time Vaudeville

Angell Sisters
Vaudeville's Prettiest Girls
Wm. Morrow & Co.,
in a Singing Sketch—
"On a Country Road."
Reed St. John Trio
A Big Musical Surprise
O'Neil & Halmesley,
"Two Lightning Bugs"
Vaudeville's Funniest Act.

AND THREE REELS OF FIRST-RUN PICTURES

SPECIAL NOTICE—Only one show will be given, starting at 8:30. Seats will be reserved.

Prices: Gallery 15c, balcony 25c, parquet 25c, dress circle 35c. Seats on Sale at Weyrich & Hadraba's, Thursday, 9 A. M.

HOSIERY and UNDERWEAR!



Very few women of this community who do not know the good qualities of Gordon Hose and Forest Mills Underwear. For more than 20 years we have specialized these two lines.

Best selling numbers in ladies' Gordon Hose:

- 497—Fine Silk Lisle, four thread heel and toe, pair 25c
- 275—Silk and Fibre, four thread heel and toe, pair 50c
- H-300—Pure Thread Silk. Pair \$1.00

Forest Mills Underwear

—FOR FALL AND WINTER—

- Cotton Union Suits in long sleeve ankle length; elbow sleeve ankle length; no sleeve ankle length styles. Prices range 50c, 75c and \$1.00
- Wool Union Suits in long sleeve ankle length and elbow sleeve ankle length styles. Prices \$1.50 and \$2.00
- Children's Unions 50c Up

Complete Range of Weights and Sizes!



E. G. DOVEY & SON

VALUE! QUALITY! SERVICE!