



-Dollar Day-

AT
H. M. SOENNICHSEN'S
Monday, Feb. 27th

Bring your dollars to us on Monday and see how much more goods your can buy with them.



Here are just two items of the many other equally unusual values for which our Dollar Days are so well known.

Your requirements purchased at our store is money well spent.

H. M. SOENNICHSEN

A Good Quality Goods at a Low Price-

Phones 53, 54 and 144

Fourth Annual

Bred Sow Sale

BIG TYPE DUROC JERSEYS

In Wm. Dunn's Sales Barn, Weeping Water, Nebraska

Saturday, February 25th, 1922

Sale starts at 1 o'clock sharp—Free lunch to parties from a distance.

50-HEAD-50

10 Tried Sows—14 Fall Gilts—Balance Spring Gilts

They are bred to Smooth Orion Sensation and Golden Orion Sensation. They are sired by the twice grand champion, Great Orion Sensation, the Kerns boar. A few are bred to Great Orion King, the boar that sired the Junior and Grand Champion sow. We won nine firsts, seven seconds, two thirds and Grand Champion Boar was bred by us, at Cass County Fair. Two gilts bred by the World's Champion will be sold.

TERMS—Cash or notes bearing 8 per cent interest.

Schafer Bros. & Wohlfarth

Cols. W. H. Cruse, Wm. Dunn and Rex Young, Auctioneers.
Farmers State Bank, Plattsmouth, Clerk

Ed Stacey, who is employed here at the Burlington shops, departed this morning for his home at Pacific Junction to visit for the day with friends there.

George Born was in Omaha today for a few hours and made the trip to accompany Mrs. Born home from the Immanuel hospital where she has been for the past few weeks.

"I hope I shall always possess firmness and virtue enough to maintain, what I consider the most enviable of all titles, the character of an honest man."

—GEO. WASHINGTON



Hats Off! Gentlemen!

—TO—

The Father of Our Country

The boy who couldn't tell a lie;
The hero of Valley Forge;
The first president of the United States.

G. E. Wescott's Sons

"EVERYBODY'S STORE"

A VERY PRETTY CHURCH WEDDING THIS MORNING

Miss Elizabeth O'Brien and Mr. Bals Meisinger United in Marriage at St. John's Church.

From Wednesday's Daily. This morning at 7:30 at the St. John's Roman Catholic church occurred the marriage of two of the young people of this community, Miss Elizabeth O'Brien and Mr. Bals Meisinger.

The wedding was performed with the full nuptial mass of the church celebrated by the Rev. Father Holzap, rector of St. John's church, the ring service uniting the lives of the two estimable young people. The junior choir of the church sang the mass in a very beautiful manner and which added to the impressiveness of the occasion.

The bride was gowned in a very handsome costume of white satin and wore the flowing bridal veil, caught and held in place with orange blossoms. Miss Mary Grey of Omaha served as bridesmaid, and wore a most charming gown of pink Canton crepe. The groom was attended by Joseph O'Brien, brother of the bride, as best man.

The young people departed today for Pekin, Illinois, where they will enjoy a short honeymoon with their relatives in that locality.

The bride is a daughter of Robert O'Brien, one of the leading farmers of Eight Mile Grove precinct, and is a young lady held in the highest esteem by a very large circle of friends over the county. The groom is a son of Mr. and Mrs. Peter Meisinger, members of one of the pioneer families of the county, and is a young man of sterling worth who has been identified with the farming interests of Eight Mile Grove precinct for the past few years.

On their return home from the honeymoon Mr. and Mrs. Meisinger will be at home to their friends on their farm home south of the city where they expect to reside in the future.

NOW THE "BLACK DEVIL"

The field representative of the Journal, M. S. Briggs, has for the past year and a half become a familiar figure over the county, not only for his pleasant and genial personality, but in the fact that he did his traveling in the once famous but now deceased "White Wings." Since the burning of "White Wings" near Union two weeks ago, Mr. Briggs has been compelled to do his traveling over the Missouri Pacific, until Monday when the loss of "White Wings" was replaced. Mr. Briggs will not repeat the unlucky experience with the white flier, and he is now sitting back of the wheel on the "Black Devil" and hopes that the change in colors will bring him thru without any misfortune or close calls such as he experienced in the burning of "White Wings."

WASHINGTON'S BIRTHDAY

The anniversary of the 190th birthday of the Father of his Country was observed in the city today with a general closing of the banks as well as the various county offices in the court house and the ceasing of labor in the Burlington shops. The rain and dampness of the morning served to make the day one that was decidedly unpleasant to get around in. The day was unusual in the fact that the display of lightning in the early morning hours was very noticeable and something rather strange for this time of the year.

SALESMANSHIP AND MERCHANDISING SHOWN

PROF. PAUL W. IVEY OF COLLEGE OF BUSINESS OF THE UNIVERSITY, SPEAKS.

ADDRESSES THE MERCHANTS

Gives a Lecture That is to the Point on Modern Methods of Handling Merchandise.

From Wednesday's Daily. Last evening at the dining room of the Hotel Wagner was given one of the clearest and ablest lectures, if it may be so termed, on merchandising and salesmanship that has ever been offered to the business people of this city, and this by Prof. Paul W. Ivey of the college of business administration of the University of Nebraska.

The lecture was preceded by a dinner to some eighty of the merchants and clerks from the business houses of the city and which furnished a pleasing prelude to the equally pleasing talk by the talented speaker of the evening on the subject that is the closest to the business interests of any community—that of giving the greatest satisfaction to the trade and the producing of more efficient methods of handling the business of the various mercantile establishments by intelligent handling and thorough understanding.

In the opening the speaker pointed out the difference between the present day conditions and those of the last three years when the spending era was with us and where the customer was more than willing to purchase and the salesman had little to do other than act as order taker, and contrasted these with the present time when the purchasing public is required to be shown the need of articles and their true values.

The handling of the customer was the first phase of the salesman's lesson taken up and it was clearly shown by Prof. Ivey that the customer must be treated with respect and courtesy and that the clerk should give them the full measure of their service by pointing out the special values of the article or articles that were being offered for sale to the customer. Prof. Ivey pointed out that \$40,000 had gone from the stores in Nebraska to mail order houses in the east that could be retained by greater efficiency in selling methods and a more thoughtful attitude of the needs and desires of the customer.

The value of creating an individuality for the article sold was strikingly shown in the advertising campaigns that have been made that has put the common ordinary prune on the market with an advertisement of the California region with an individuality of the same methods that led to the increase in sales of the raisin crop of the Pacific coast so that the owners of vineyards who were threatened with bankruptcy by prohibition have three times increased their wealth.

Three rules were laid down by the speaker as the basis of salesmanship—that of studying the goods or articles sold, studying the customer and the study of the salesman of themselves.

Through a number of illustrations the speaker pointed out the lack of understanding of the points of value in the articles sold by the person trying to make the sale and in not giving the customer the value of knowing just what real value or point of advantage was to be found in the particular line offered for the approval of the customer. This was not only true of the clerk but of the person owning or managing the store who did not by intelligent methods acquaint the selling force with the features of the lines they presented that they might be handled by the salesman in an efficient manner and which would secure the best of results for all concerned.

Articles might present to the untrained eye practically the same appearance, and the different prices bring a question in the mind of the purchaser and this was where the knowledge of the clerk of his stock would allow him to present to the customer every point of possible merit that an article offered from another and thereby not only make more profitable sales but give the customer a greater value for his money.

To the merchants Prof. Ivey directed his appeal to have a better understanding of their own points of advantage or disadvantage and to place before their employees the goods to be handled in such a manner that their own enthusiasm might be transmitted to the clerk, who, with a thorough understanding of the goods could more readily make a completed sale. The reprimanding of an employee before the customers or other of their fellow workers was also deplored and a more quiet and efficient manner of correcting errors of judgment on the part of the clerk might be pointed out that would result in greater benefit to all concerned.

The speaker stated that he believed the retail stores of the state could do better by presenting their merchandise complete with any of the large mail order houses and that the customers could secure better goods at cheaper prices if the merchant and clerk more fully understood the customer and the quality of the goods handled. As an example Prof. Ivey used the illustration of a hammer offered for sale in a retail store and which was offered as a good

hammer and one of the best made but no special points were stressed as to why this hammer was better than others and he then took up the advertisement of a hammer in a mail order catalogue which pointed out, first that the hammer was nickle-plated, that it had a mahogany finished handle, that the claws were specially tempered, that the hammer was of crucible pressed steel and the handle of selected second growth ash, none of which points had been mentioned by the retail salesman and as the result the local dealer lost the advantage that the suggestions of the printed statement had given the customer.

Getting together of the merchant and clerk, the study of the profession of salesmanship and efficiency methods was urged to be taken advantage of by the speaker, applying the methods studied and the experience of others to the active experience of the student in his own business and his business methods.

At the request of Mr. C. C. Westcott of the Ad. club, who presided at the meeting, Prof. Ivey stated a little of the extensive work that his department is doing over the state and stated that the college is furnishing a series of lectures for a period of seven weeks and which are given for \$5.00 for the course.

It was the general expression of almost all at the meeting that this feature should be looked into and it is possible that some means may be devised whereby a course of these lectures may be secured for Plattsmouth.

PATRIOTIC EXERCISES AT THE PUBLIC SCHOOLS

High School and Junior High School Both Observe Washington's Birthday Fittingly.

This morning the high school and junior high school observed with appropriate exercises the birthday of George Washington, first president of the United States, and the leader of the masses of the little republic in the dark days of the revolution.

In the high school the exercises were opened with the singing of patriotic songs by the members of the school and which were led by Mrs. E. H. Wescott, with Mr. Wescott at the piano, and these stirring songs made a fitting commencement to the exercises of the day. The young people then were treated to a very interesting address on George Washington, given by the Rev. John Calvert, pastor of the Methodist church and which covered in an interesting way the incidents of the life of George Washington from his childhood on.

At the exercises at the junior high school Mr. and Mrs. Wescott assisted in the musical program of the exercises with the young people singing the patriotic songs including "America, My Country," "The Star Spangled Banner," and "The Star Spangled Banner." A short program was given consisting of a piano solo by Raphael Janda, "The Spring Song" by Mrs. E. H. Wescott and a recitation by Vernon Arn. At this session of the school, Attorney W. A. Robertson, a very graphic account of the life of George Washington and his times, that was very much enjoyed by the young people. At the close of the exercises the salute to the flag was given, led by Norris Cummins, and which was a beautiful and impressive manner of concluding the exercises.

YOUNG PEOPLE JOINED IN BONDS OF MATRIMONY

Miss Florence Egenberger and Mr. L. L. Turpin Married This Afternoon at St. Luke's.

From Wednesday's Daily.

The lives of two of the prominent young people of this city were united this afternoon at 2 o'clock at the rectory of the St. Luke's Episcopal church, when Miss Florence Egenberger and Mr. L. L. Turpin were united in marriage.

The wedding was very quiet, the bridal couple being attended by Miss Mary Egenberger, sister of the bride, and Mr. Sidney Bell as best man. Rev. Father Wilbur Scranton Lee, rector of St. Luke's church, read the marriage lines, the impressive ring service of the Episcopal church joining for all time the lives and hearts of these two most worthy young people. The bride was very charming in a traveling gown of blue taffeta with hat to match, and the bridesmaid also gowned in blue taffeta.

Following the wedding Mr. and Mrs. Turpin departed for Omaha where they will enjoy a short visit with friends before returning home to this city.

The bride is one of the charming daughters of Plattsmouth, having been born and reared to womanhood in this city and is loved and esteemed by a very large circle of warm friends. She is a daughter of Mrs. J. V. Egenberger, and has during her years here been quite prominent in the social circles as well as in the work of St. Luke's church, of which she is a member.

The groom is court reporter for the second judicial district, having been appointed to that position by Judge Berley last year and is a young man of the highest standing in the community and one who commands the respect of all who know him.

To the young people the best wishes of the friends will be extended for a life of happiness and joy throughout all the future years that lie before them.

Advertising is the life of trade.

Murray

(Continued from page 5.)

Signs of Coming Spring

Last Tuesday Joe Mrasek and Warner Leonard were getting the implements in shape for the selling and were also preparing a number of pieces for shipment to Anita, Iowa, where they are selling a number of pieces of farm machinery.

Will Hold Sunday Services

There will be services at the Christian church the coming Lord's day, following the Bible school, at which time Rev. Stibbs will conduct the services. A cordial invitation is extended to all who are not worshipping elsewhere, to come and enjoy the services and assist in the singing.

Back from Sunny Southland

Last Monday morning Mr. and Mrs. Wm. Sporrer who have been spending a number of weeks in the south, returned home looking brown as two berries, being somewhat sunburned and looking strong like the climate must have agreed with them. They say the weather is warm like mid-summer down there and while they were greatly pleased with the country and the land of summer, during the winter, they neither evinced any desire to make it their home. They spent four days in Havana, Cuba, and say that it is greatly un-American as they only found about twenty-five in the city of Havana, a town of 600,000 inhabitants, who are American. They say there are some 2,000 policemen and 6,000 saloons, so there must have been some of our people gone down there. They say that Murray and old Cass county looks good to them.

Mrs. B. F. Brendel Arrives Home

Mrs. B. F. Brendel, who has been in the east for the past four weeks, where she was assisting in the care of her mother, Mrs. Amanda Parr, at Lebanon, Indiana, and who recently died, arrived home last Sunday evening. She found bad connections in the train service and arrived at Omaha at about four in the evening. T. J. Brendel and Wm. Seybold drove to Omaha and brought Mrs. Brendel home, arriving at about 8 o'clock.

Ladies Aid Society to Meet

The Ladies Aid society of the Christian church will meet at the home of Miss Bertha Nickles on Wednesday afternoon, March 1st, when they will be entertained by Miss Bertha Nickles, assisted by Mesdames Robert Good and H. C. Long. All members of the society and friends are cordially invited to be in attendance. There will be a very worth while Bible study and program, which will be conducted by Mrs. O. T. Leyda.

Some Shipping Point

Murray is indeed some shipping point, as is shown by the amount of hogs, cattle and grain which are dispatched from the station here.

The grain is going almost every day of the week in single car lots and many times in a number at once. Last Sunday night, Searl Davis shipped one car of cattle, Harry G. Todd three cars and Parr Young two cars, making for that day six cars. On Tuesday Henry Creamer shipped two cars of cattle, Worth Click one car and Walter Sans a car, making six of cattle, while Z. W. Shrader and Mont Shrader shipped two cars of hogs, all going to the South Omaha market.

Read the Journal want-ads

FUNERAL OF J. W. YARDLEY

The funeral services of the late John W. Yardley were held Sunday morning at 11 o'clock at the Lewiston church, east of Murray, and conducted by the Rev. W. A. Taylor, an old friend of the deceased and of his family. The pastor gave one of his earnest and thoughtful sermons which reached the hearts of his auditors and to the family brought a sense of comfort in their loss. During the service a number of appropriate hymns were given by a quartet composed of J. D. Cross, D. C. La Rue, D. Ray Frans and Rev. Taylor. At the conclusion of the service the body was laid to rest in the Lewiston cemetery, nearby the church.

John W. Yardley was born October 15, 1861, near Pittsburg, Penn., and when twenty-five years of age came to Nebraska and on March 31, 1890 was married to Miss Alma Shrader, who with three children, Omar Yardley of Florence, Elmer Yardley who resides at home and Mrs. Vera Claggett of Omaha, survive his death. He also leaves one uncle Scott Hare.

AUCTION SALE

As I have decided to quit farming, I will sell at Public Auction at the Catherine Earhart farm, 4 miles north and one mile east of Alvo; 5 miles west of Murdock; 6 miles south-east of Greenwood; 7 miles south-east of Ashland, commencing at 1 o'clock p. m., sharp on—

Thursday, March 2nd

the following described property, to-wit:

Eight Head of Horses

One bay team, 3 years old, weight about 3,200; one bay team, 7 years old, weight about 2,600; one bay horse, 8 years old, weight 1,500; one black horse, 8 years old, weight about 1,500; one bay horse, 9 years old, weight 1,100; one saddle pony.

16 Head of Cows and Heifers

One cow, just fresh; one cow, will be fresh in two weeks; five cows to be fresh soon; nine heifers, coming 2 years old, will be fresh this summer. These are all extra good cows.

Farming Machinery, Etc.

One John Deere binder, practically new; one John Deere stalk cutter, practically new; one John Deere hay-rake, practically new; one Bain wagon, good as new; one Western Bell lister, good as new; one John Deere harrow, practically new; one 36-foot John Deere corn elevator, new; one John Deere 2-row machine, good condition; two New Departure walking cultivators in good condition; one Deering mower, good condition; one International riding cultivator, new; one hayrack and trucks; one Sterling press drill, good condition; six new horse blankets; three sets 1 1/2 inch double work harness, in good condition; one set 1 1/2 inch double work harness, in good condition, and many other articles too numerous to mention.

Terms of Sale

All sums of \$10 and under cash. On sums over \$10 a credit of six months will be given, purchaser giving bankable note, bearing eight per cent interest. No property to be removed from premises until settled for.

JOSEPH WEST,

Owner.
COL. W. R. YOUNG, Auctioneer.
J. L. MEISINGER, Clerk.

CLOVER SEED WANTED

Or any kind, on your track. Market now higher. Write Johnson Bros., or leave sample at Field's store, Nebraska City, Neb.

HARDTIMES Masquerade Ball!

There will be given a hard times mask ball on Saturday, February 25th, in honor of the birthday of Jarvis Lancaster, at which there will be a good time. Four prizes will be awarded, two for the ladies and two for the gents, for the best costumes. Come, have a good time.

MURRAY DANCING CLUB.

Illinois Coal

PER TON—ONLY

\$8.50

Best Illinois coal during this week for \$8.50, cash only. Full car just received.

Banning & Nickles,
MURRAY NEBRASKA

In the Building Game!

We are prepared to give estimates and contract for the erection of buildings—Residences, Barns, Garages, Sheds, or in fact any kind of a building you may need.

J. A. SCOTTEN, Contractor

MURRAY NEBRASKA